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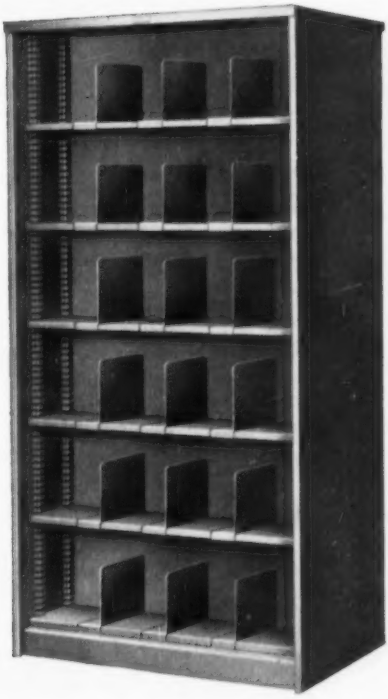

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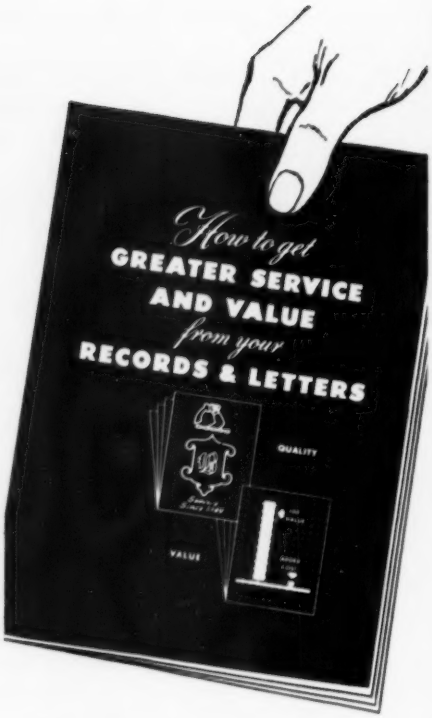

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9 Steps in a Systems Survey

LESLIE H. MATTHIES
Vice President, Los Angeles Chapter, Systems & Procedures Assn. of America.

SURVEY is the solid rock upon which we build the highest systems achievement—the better system that achieves savings and greater control.

Here are the steps that lead most certainly to the final result—to proven savings.

If the problem is clearly defined at time of assignment, you can skip steps 1 and 2. However, usually the exact problem is not 100% clear, and steps 1 and 2 are essential.

1 WHAT'S THE MATTER? Something is not right, but nobody is sure exactly what it is.

2 PROBLEM EXPLORATION. The systems engineer works to define the exact problem. He and others will verbally "kick the thing around" as they search for definitive facts.

3 ASSIGNMENT. After the systems engineer turns in his definition of the problem, his boss tells him *what* to do, but *not how* to do it.

4 **SURVEY.** This is simply the fact-gathering stage. How does the operation start? What process steps does it follow?

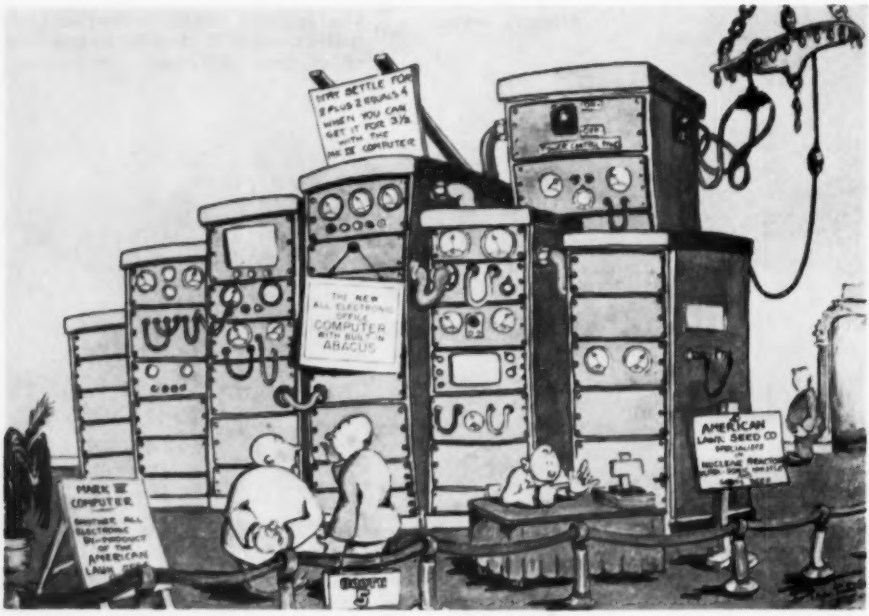
5 **ANALYSIS.** This is the taking apart, the sifting and the sorting stage. The systems engineer juggles information, adds it, divides it and looks at it from different viewpoints.

6 **SYNTHESIS.** The idea for a new system evolves. We rebuild what was taken apart in analysis. The engineer's know-how and past experience is a big factor at this step.

7 **PROPOSAL.** The new systems idea becomes a definite plan for solving the problem. A very important step. The best idea, if unsold, is worthless.

8 INSTALLATION. The systems engineer schedules all the systems details. People are trained. The new operation must be nursed along until it is in full swing.

9 PERFORMANCE REPORT. How good were the facts? the analysis? the proposal? Did it do what we thought it would? How much saved? Quality better? How much better?



"It would be more impressive if Puddicombe didn't have to count on his fingers."

A cartoon by Bill Eddy from this year's calendar of Minneapolis-Honeywell Regulator Co.

What is office management thinking about in 1955?

A. Devaney, Inc., N. Y.

Simpler Copying Techniques

Greater progress is required in developing simplified procedures to eliminate recopying repetitive information to process customers' orders, production orders, invoices, cost information, etc. Detailed reports from companies who have mastered similar problems would be very helpful. A simple and inexpensive method of making copies of letters, forms, etc., is still being awaited.—R. S. MILLER, Office Methods & Equipment Div., Studebaker-Packard Corp., South Bend, Ind.

Extent of Office's Responsibility

It is generally recognized that the control of costs has been much less effective in the area of office management than in the area of production. Clerical costs have been mounting rapidly in the last few decades. A great many excellent labor-saving devices have been introduced into clerical operations, but all too often the astonishing ease and rapidity with which these devices can generate information and copies of information have only whetted our appetites for still more information, and

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we find that our labor-saving devices have actually increased our clerical costs. If clerical cost control is then the greatest problem in office management—and our experience as management consultants has convinced us that it is—it is also the area in which the greatest progress could and should be made.

In our opinion, the best way of overcoming this problem is through the development of a corps of professionals in office management who can grasp the entire scope of the office management function, as a comprehensive process and not as a group of distinct, compartmentalized operations, and who can relate the office management function to the other functions of their companies.

Office managers have, in general, been too anxious to cater to the demands placed upon them, regardless of cost. Unfortunately, this usually has been because office managers have been unable to evaluate the need for the work they were asked to perform and, on the other hand, were generally unaware of the real costs of operating their departments. To correct this, office managers must make penetrating studies of both their own departments and the entire companies of which they are a part, so that they can better understand and evaluate the need for the work they are asked to do—do their work so that their results are in the form most useful to those for whom they are working—appreciate both the cost of doing any type of work requested and the alternative cost to the company of not doing that work.

Having thus determined the justification for the work requested and the form in which the results will be most useful, and knowing what original, raw data or documents are available to start the work, the office manager can then concentrate on drawing the straightest line between the start and the results. In doing this, he must develop a critical, questioning attitude along every step of

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the way. He must not become so engrossed in the competitive design features of various machines that could be used to do the job that he loses sight of his basic objectives. So often, for example, we argue about which typewriter can do a better job of preparing a certain document and overlook the possibility that the original, handwritten draft (or dictated copy) might serve the recipient just as well, or even that there is no real need for the document at all.

These observations apply with equal force to office equipment suppliers and salesmen. There has been far too much emphasis on the mechanical design features of equipment and too little on fitting the process into the overall company picture. The salesman, particularly, must know his product thoroughly (and much more thoroughly than many now do), but he must sell his equipment not on the basis of the many tricks it can perform but rather on the way it can satisfy a real need of the prospective buyer at a justifiable cost. We believe that office management sits at the nerve center of today's business and must prepare itself to accept an ever more responsible role in the future.—RICHARD J. STEELE, George Fry & Associates, Chicago.

Improve Human Relations

Many of us achieve professional stature to the outsider, but remain bookkeepers to our associates. I have called executives in other lines of business on the telephone and have heard the operator or employee call them to the telephone by first names. We have to be executives to our employees, to ourselves, before we can be recognized outside our own business. I do not imply that we withdraw into shells, but we must be supervisors to our employees, not intimates.

We have to broaden our vision. Many office managers have become good executives, and are recognized as such, but will never be anything more than office executives. Their world is encompassed

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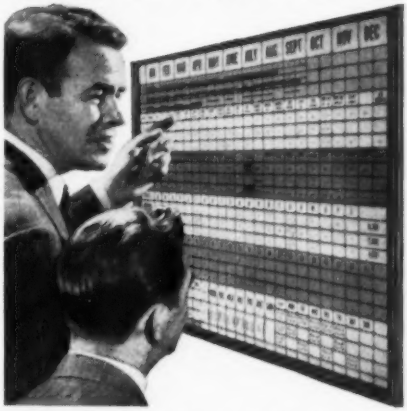

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by their jobs and the comic strips. We have to get to the world outside. We ought to join great books discussion groups. We ought to join a civic or community club of some kind and be active in it. Some of us ought to enter politics. We ought to take some adult education courses. We ought to become management executives rather than just being office managers.

Relationships between office managers and equipment salesmen can be improved. Because we have not been fair, equipment and supply salesmen have joined our organizations for the purpose of making social contacts, and using them to get in to see us. I believe this is the poor approach, but in many cases, we have forced them to it. Every man is richer as he makes more friends. Let's give the salesman a hearing, let's open our doors to them, (even though we do not buy) and in good time we will have made a friend.

In brief, the big area for improvement in office management is in the field of human relationships. I would include relationships with your employees and your employer, contacts with your suppliers and your customers, and association with the world outside your own business. These relationships provide a tremendous opportunity for the office executive to broaden his vision, to improve his professional standing and, at the end of each day, give him a feeling of satisfactory accomplishment.—MORTIMER GOLDSMITH, Controller, Levy Bros., Louisville, Ky.

A "Static" Profession

What is needed for the honorary treasurer and such like is "duplication" at the right place. Generally speaking, the office accounting machine manufacturers follow the mistaken lead of the

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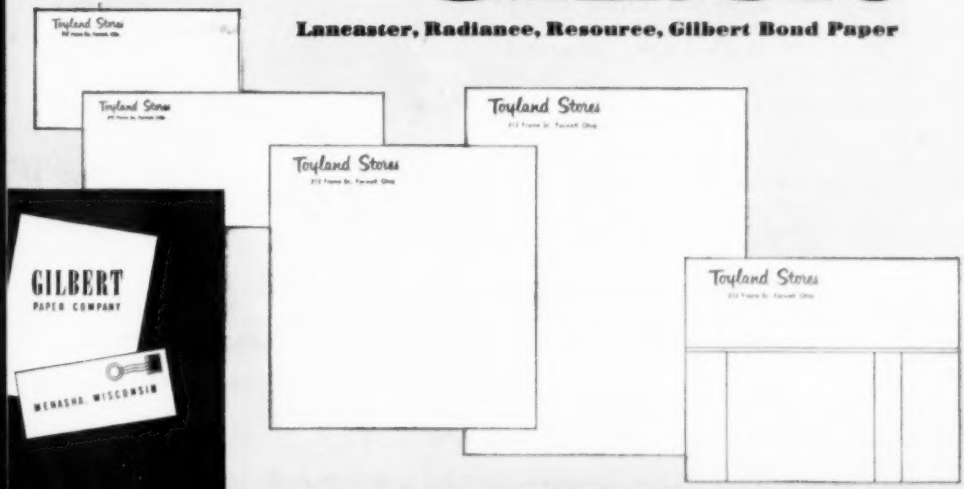

qualified accountants who are satisfied when the debits equal the credits! Whether either are correct can be left to someone else to settle.

A static profession cannot design for a dynamic office which needs approximate statistics today and exact accountancy tomorrow!—E. KEITH EASON, Eason & Son Ltd., Dublin, Eire.

A Catalog of Methods

A passage in the Rogers, Slade and Hill pamphlet, "Management Briefs", points the issue clearly. It reads: "Each new generation attacks the old problems hopefully. Some of them it solves by ignoring the ways previous generations have tried to solve them. Others it fails to solve because it ignores the lessons taught by the experience of previous generations. The trick of making progress is to know when to ignore the past and when to learn from it."

This subject of experience, judgment and exposure to successful ways to complete clerical tasks covers a vast area. Major effort has been applied to improve techniques of mastering it. One that has been very successful is methods study and the establishment of methods and procedure units and services. They have helped tremendously but, in my opinion, do not strike at the root of the problem.

Currently the major interest and effort in many organizations is in the field of electronics; the search for the magic answer that will solve all problems. I am sure electronics will be more widely adapted to clerical work, and that it will aid materially in improving the processes of recording, classifying, computing and comparing information for management use. I am also sure that for each instance in which this new medium can be used there will be hundreds, if not thousands, of similar instances in which either lack of volume, dispersal of activities or for other causes, mass processing will not be economical. We will continue to be faced

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with the same problem in the electronics application that methods groups face. Work can be reduced and savings made, but the cost of the doing and time required do not provide sufficient payout to do it. The great majority of this work will continue being performed by hand and conventional mechanical devices.

There are thousands of individuals charged with the responsibility of managing or directing clerical activities. The great majority of them have a high interest in their job, want to improve their methods and reduce costs. Their knowledge and experience is limited to their ingenuity and inventiveness, the contacts they are able to make, the written material available and the information furnished by representatives of office equipment and supply concerns. Our problem is to improve the facilities for dispersing this information so it can be readily used. The written material that is available is not usually authoritative, assembled, or cataloged in a form that is useful to the one who is searching for information. The task of ferreting out what he needs becomes so great that frequently the searcher gives up in despair and solves his problem by the trial and error method.

Basically, clerical work is relatively simple. It can be separated into several basic aspects, such as recording, computing, classifying and comparing. It can become more complex as the several aspects are combined or performed in sequence. There is, however, one best way to perform each function when the requirements of that function, the volume involved and the time element for completion, are considered. Equipment has been developed and is available to perform many of the aspects in combination to save time and energy.

Would it not be possible to assemble, analyze and catalog methods and techniques for accomplishing clerical work? Having done this, prepare the result in a way so that the interested individual can use it as a standard reference guide

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to compare his way of doing things with other ways that have been proven successful. Supplement each section or division with examples showing successful applications of the techniques described. This would be a major task. It is much too large for any individual company to attempt. I believe, however, it could be done in a reasonable time by one of the large national professional organizations, such as NOMA, LOMA or SPAA. The result would be most worthwhile and very useful to the entire clerical management group. It would provide the basis for constructive, objective analysis and comparison of current methods by the lowest level work supervisor, the office management trainee or the highest grade methods analyst. I am sure even the best is not willing to say he knows all there is to know of everything. It would save countless hours of search, trial and discard activities and eliminate much frustration. It would permit methods groups to render greater service to their organization. This would result by providing unit managers and work supervisors with a means to help find the answer to their more limited problems. Thus the methods analyst could confine most of his efforts to major problems.—G. T. VANDERBILT, General Auditor, Standard Oil Co., Cleveland.

Thoughts on Men and Machines

The most important thing we can do to increase office efficiency is to learn how to select proper personnel. Despite all of the research and all of the tests, etc., available, we have still found no sure way of getting the right person for the right job. Too many people are not given an opportunity to demonstrate ability in an office because of their failure to pass the type of I.Q. tests now available. Doubtless, you have run into people who could not spell cat but who

(Continued on page 98)

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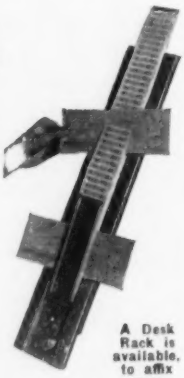

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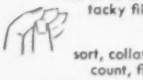

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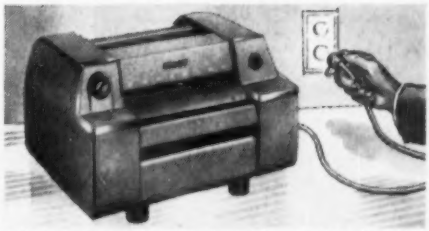

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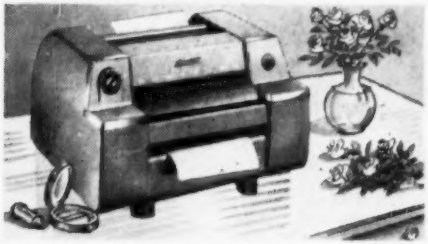
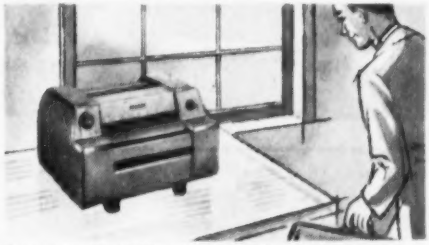


Clean, Quiet, Odorless Operation. Copyflex is ideally suited for office use. No stencils, masters, or messy inks! No fumes! No vents or plumbing! Copyflex uses a low-cost photographic process, requires no special lighting. Operator inserts the original and sensitized sheet, gets an exact copy in seconds.



Dependable Material Supply, Machine Service. Bruning offers an unsurpassed range of sensitized materials to fill any business office copying requirement. Bruning offers nation-wide sales and service. You get help promptly should you need it. You run no risk of delays for lack of materials.

More and more business firms are adopting Copyflex for the very reasons given here. Why settle for less efficient equipment when the best costs no more? Act now to speed and simplify your paperwork, save your company thousands of dollars in clerical work alone. Mail coupon for complete information on Copyflex.

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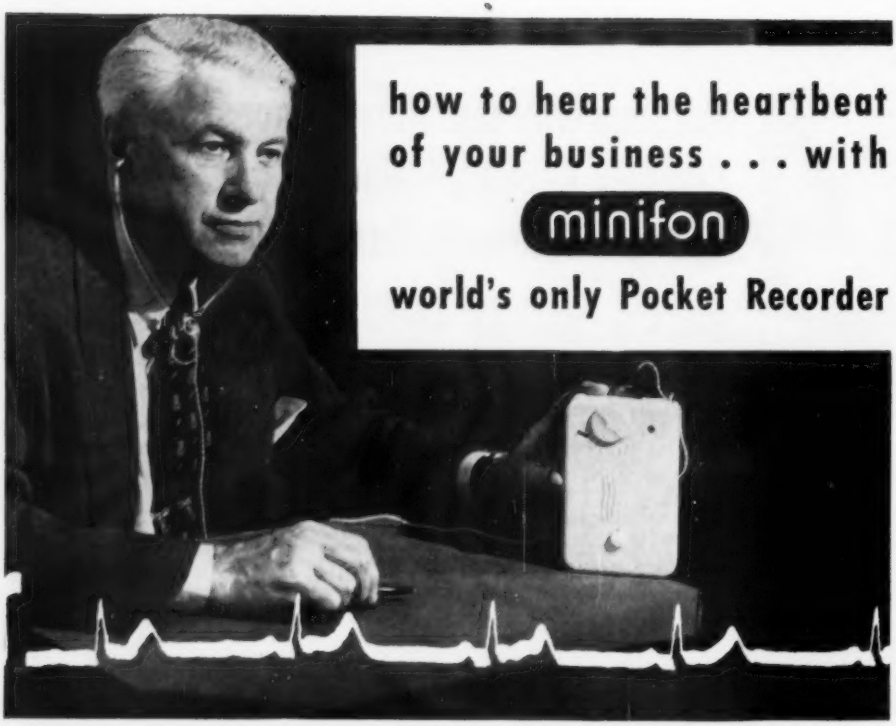

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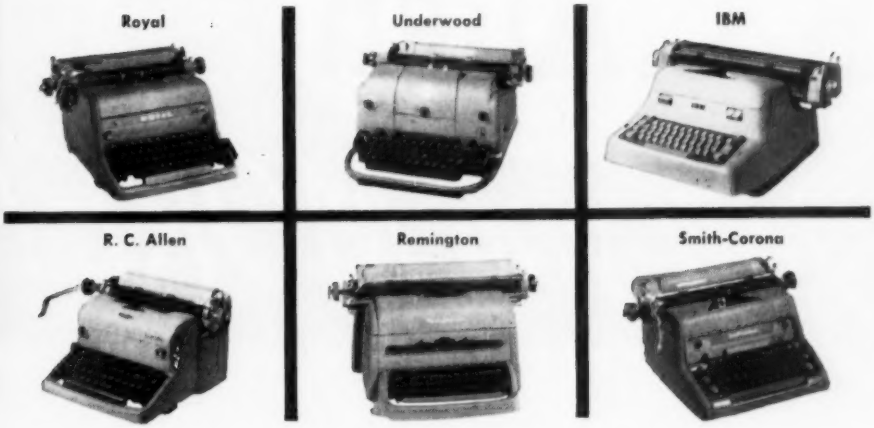

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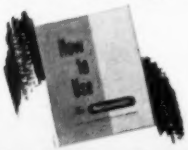

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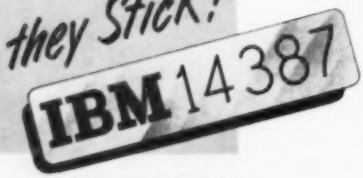

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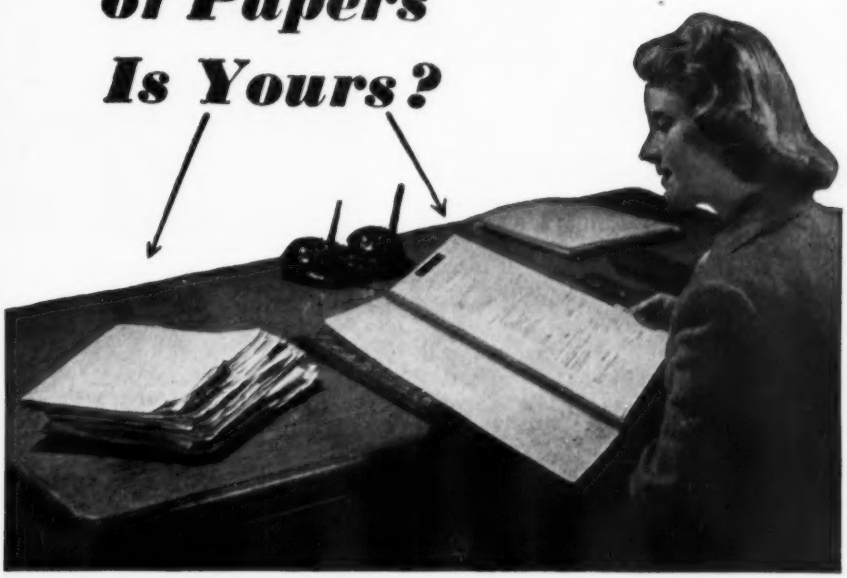

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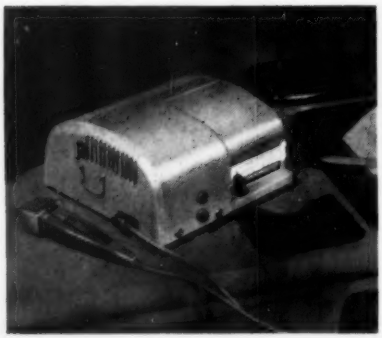

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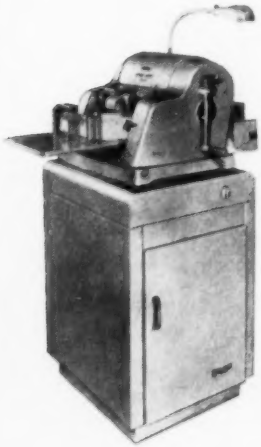

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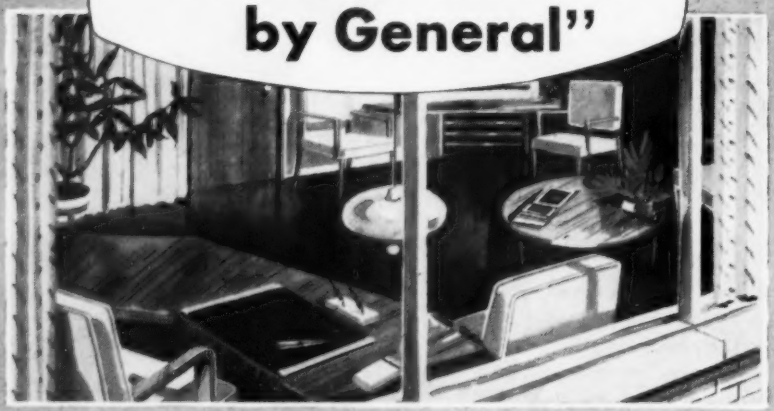

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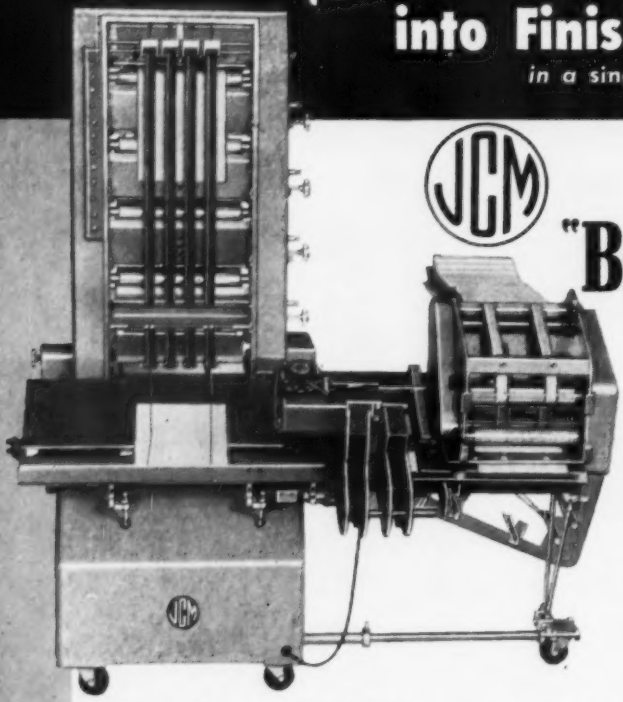

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VERTICAL "Bookleteer"

- COLLATES
- JOGS
- STITCHES
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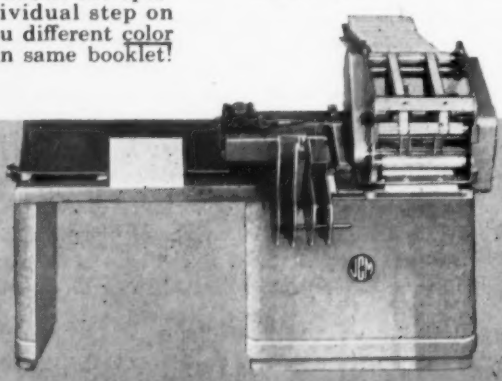

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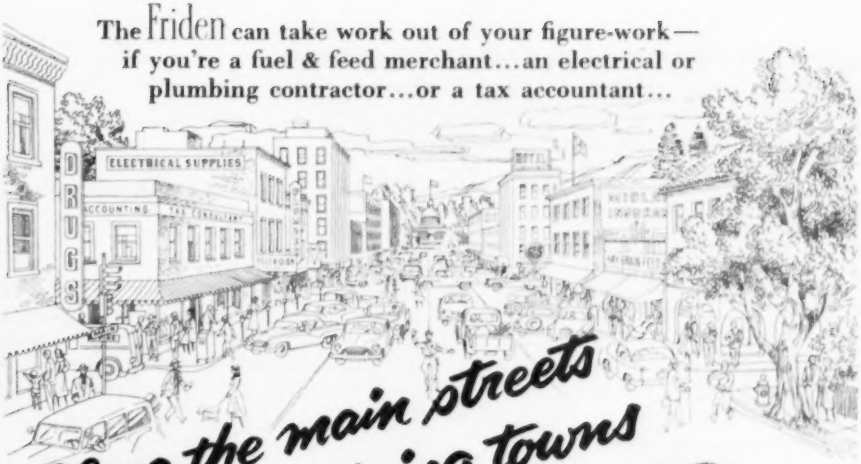
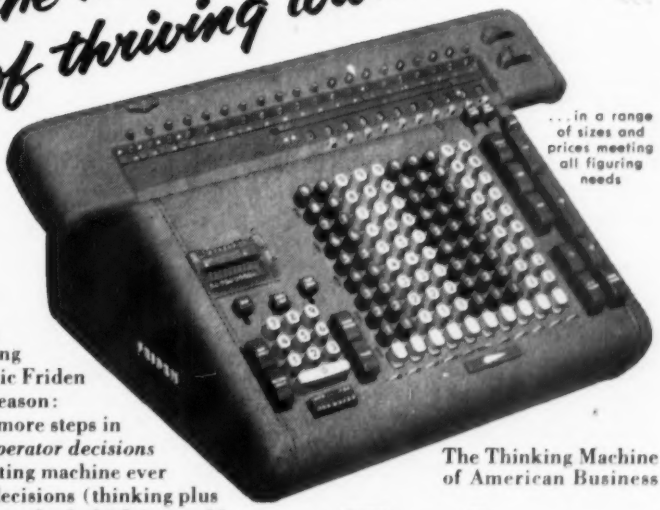


Along the main streets of thriving towns



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More businesses of *every* kind, every day, mechanize their figuring with the fully automatic Friden Calculator—for this reason: The Friden performs more steps in figure-work *without operator decisions* than any other calculating machine ever developed. Operator decisions (thinking plus motions) take time—much of which is saved by Friden figure-thinking. Time-savings on payroll, invoices, inventory, discounts, cost control—*all* business calculations—amortize quickly the cost of this machine. And operation is no problem: So *automatic* is the Friden that anyone can use it with the simplest instructions.

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Record forms are vital to any business, but why pay the high cost of having them printed?

Just listen to this—every single one of the many forms necessary in the manufacture and sale of our Tempo Duplicators and supplies, is reproduced *right here in our office.* And, at just a fraction of the cost of printing—even in our own print shop!

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LIKE A PRINTING PRESS IN YOUR OFFICE

Earl Norris, a founder of the Alaskan Dog Mushers' Assn., with his team at the Diebold Drive-Up Counter of the First National Bank of Anchorage, largest bank in Alaska.

Camera!

Idea for a punched card reconditioner was conceived by Fred H. Remmert, 2nd vice president in charge of the central proof department; C. Stanley Battles, assistant cashier, and Edmund J. Mayer of Continental Illinois National Bank & Trust Co., Chicago. Cummins-Chicago Corp. now makes it—the Carditioner. Machine reduced rejects from 6% to under 1% of bank's yearly 8 million punched card checks.

Carl S. Saltzman (left), New York branch manager of Underwood's Samas Punched Card Div., explains 40-column keypunch to the Accounting Society of City College, New York.

One of the open work areas at Acacia Mutual Life Insurance Co. in Washington, D. C. Desks are standardized at 50" with 33 sq. ft. per employee. The absence of traffic aisles in work areas minimizes distractions. Desks are grouped by related types of work for better workflow. Open areas also provide flexibility for future planning.

Acacia's New Washington Offices

The accounting office uses electronic tabulating card equipment.

Acacia has an inter-floor delivery system with conveyors and pneumatic tube operating on a half-hour schedule.

Designed for the use of interviewers in Acacia's policyholders' service department, this desk comprises files, work table and visitor's counter in U-shaped unit.

Recreation room for employees of Acacia Mutual Life Insurance Co.

New two-story brick office building of General Fireproofing Co. at Youngstown, Ohio. Sidewalk is heated to melt snow and ice. Building was designed by Kling & Frost, architects. Joseph Bucheit & Sons was the general contractor. Interior was handled by GF's color and design department.

GF's New Office Building

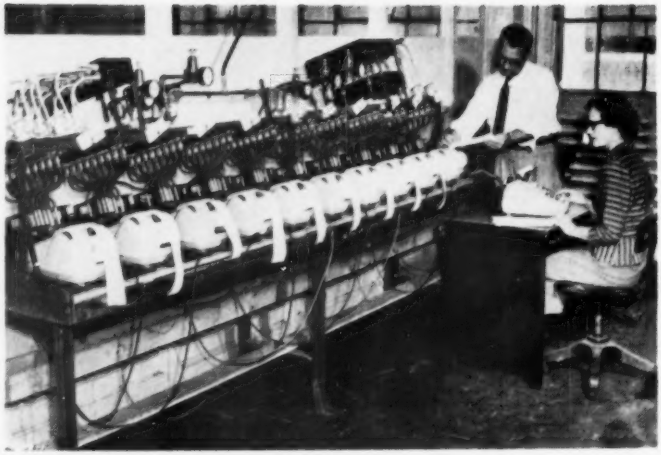
Office of Walter Bender, GF's president. Tan metal desk and desk console contrasts with redwood panelled walls and green hand-tufted carpet. Desk tops are green Textolite. Upholstery of aluminum chairs accents drapery colors.

The general sales office at General Fireproofing Co. has some of the 53 different colors which are used throughout the building: dark green, light yellow, flame and beige walls; mottled green vinyl tile flooring. The gray GF Mode Maker desks have light green Velvoleum tops.

The entrance lobby has red and green carpet; light green and flame walls. It also acts as a display of GF lounge furniture.

GF's meeting room can be divided into two sections by closing the Modernfold doors. Room is fitted with public address system for voice and recordings, and motion picture projector.

Steel office furniture in Modernaire gray, made by Invincible Metal Furniture Co., installed by Daily United Supply Co. in the Little Rock, Ark., office of Pittsburg Plate Glass Co.



One operator handles final inspection of ten 10-key adding machines simultaneously with new testing machine built by Burroughs Corp. for only $6,000. Tester also can run endurance tests and can be adapted to operate mechanically by punched paper tape.

Some of the 400 chairs made by Milwaukee Metal Furniture Co. and installed by Nathan Coleman & Son in the Chatham County Courthouse, Savannah, Ga.

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to LOOK AT the MARCHANT Figurematic

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- EASY TO OWN
- EASY ON YOUR TIME

***Any way you figure*—IT'S MARCHANT!**

Your business, your office—whatever its size—can turn time into money with this new MARCHANT.

- The *Figurematic* is so simple to run that anyone in your office can use it swiftly and efficiently. Costly hours spent figuring by old-fashioned methods will change to extra hours of profitable, productive effort.

- Now, through our "pay-as-it-saves" plan you can *own* this moderate-priced MARCHANT *Figurematic* for less than the regular *rental* rate.

- Call the local MARCHANT MAN for a test run on your own work. You'll find that a *Figurematic* saves so much time that you can't afford to do without one.

MARCHANT AMERICA'S FIRST *Calculators*

Mail this coupon →

Find out how a MARCHANT calculator will help cut your figurework costs and lighten your figuring burden. Mail this coupon with your business letterhead for free...

Index to Modern Figuring by Marchant Methods . . . . ☐

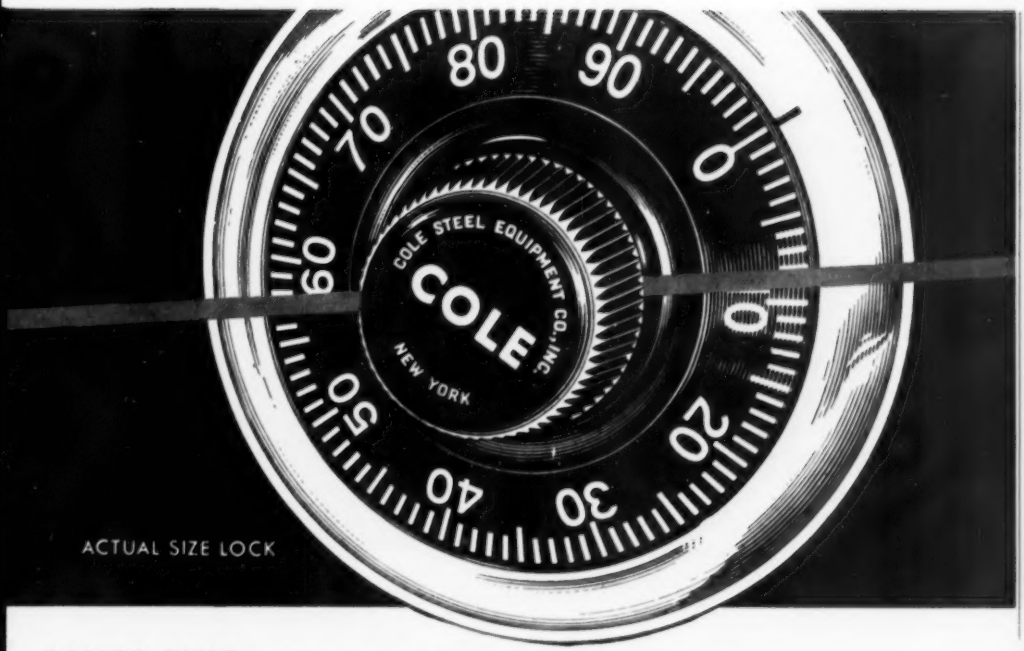
Descriptive Literature on Marchant Calculators . . . . . ☐

MARCHANT CALCULATORS, INC., OAKLAND 8, CALIFORNIA 02

COLE'S NEW *Concealed* SECRET VAULT

Top index drawer can also be used for cancelled checks.

COLE STEEL EQUIPMENT CO., INC., 285 MADISON AVE., N.Y. 17, N.Y.



ACTUAL SIZE LOCK

SAVES TIME... *All your records at your finger tips*

SAVES MONEY... *Prevents pilfering of supplies and tools*

REALLY PRIVATE... *Concealed vault safeguards your valuables*

The "MERCHANTS" File

A heavy gauge steel cabinet containing two full suspension letter files, index drawer for 3x5 or 4x6 cards (3200 cap.); 2 adjustable compartments under lock and key; steel safety vault with large vault size dial lock (only YOU know the combination).

32" high, 30½" wide, 17" deep. Olive green or Cole gray, baked enamel finish.

No. 1370

a low $49.95

With plunger lock which automatically locks all drawers. No. 1370PL..$57.45

NOTICE!

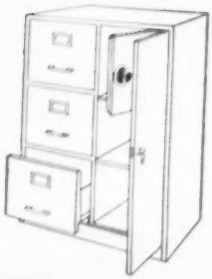
Actual size of lock shown above (not a "blown-up" picture), should not be confused with imitations . . . COMPARE!

The "DIRECTOR" File

Similar to No. 1370 except instead of the card drawer a third letter size filing drawer has been added. 37½" high.

No. 1473 ..... $53.95

The above with plunger lock that automatically locks all drawers. No. 1473PL $61.45



Grained walnut, mahogany or knotty pine finish $12.50 additional.

Prices slightly higher in Texas, Colorado and West of the Rockies.

CUTS OR PHOTOGRAPHS OF ALL COLE PRODUCTS ARE AVAILABLE ON REQUEST.

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COLE STEEL EQUIPMENT CO., INC., 285 MADISON AVE., N.Y. 17, N.Y.

Brand New Features

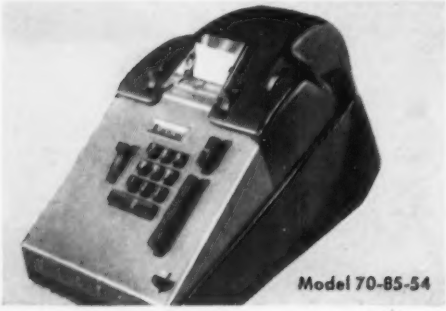
in America's Finest Business Machines

McCASKEY-VICTOR CASH REGISTER

offers compact department key arrangement for added control benefits

Saves endless hours of work, thanks to new keyboard designed for today's needs. Four designating letter keys, meets sales and excise tax needs, charge, received on account, paid out amounts, and more . . . high-efficiency adding machine as well.

Model X-61



Model 70-85-54

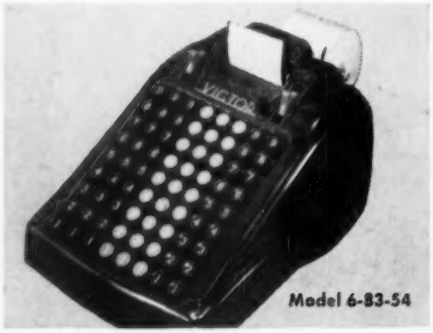
VICTOR SELECT-O-MATIC ADDING MACHINE gives you totals, subtotals automatically

Great new Victor Select-O-Matic adding machine offers new ease, new speed of operation. Take both totals and subtotals from add bar automatically, or use regular dual total key, or interchange both methods. Quiet operation and True-Touch keys. Ten-key or full keyboard.

VICTOR EXECUTIVE MODEL

features direct subtraction and automatic credit balance

Gives full-duty service. Full flexible keyboard. Adds, subtracts, lists, multiplies. Automatic credit balance. The Victor Executive adding machine has total, subtotal, repeat, error and subtract keys. Electrically operated.



Model 6-83-54

Write today for free trial of any of these famous machines. Dealer franchises available.

VICTOR ADDING MACHINE CO. Chicago 18, Illinois

In Canada, McCaskey Systems, Ltd., Galt, Ontario

Manufacturers of Business Machines, Cash Registers, Business and Industrial Systems, Electronic Equipment, Electri-Cars

New uses for punch cards!

You may not want to paper your walls with punch cards, but it's getting to the point these days where you can use 'em for practically everything else. The new Cummins Carditioner now makes it feasible to put time clock cards, payroll checks, dividend checks, money orders, proxies, bonds—a whole host of things—on punch cards.

Heretofore, it was impracticable to use punch cards in many instances because of the cost and bother resulting from damaged cards. Rumpled edges, creases, staples, paper clips, cellophane tape—all caused no end of trouble, jammed sorting machines, required costly, time-wasting hand sorting.

But the new Cummins Carditioner puts an end to all this. It "irons out" rumpled punch cards, restoring them to usable condition. And it rejects those with foreign objects attached—all at the rate of 275 cards per minute! It virtually eliminates hand sorting, does away with any chance for human error, gets jobs done faster, better.

For full information on this amazing new machine that makes punch cards practicable, mail coupon below.

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Since 1887

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Division of Cummins-Chicago Corp.
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Name of Business .....

Address of Business .....

City ..... State .....

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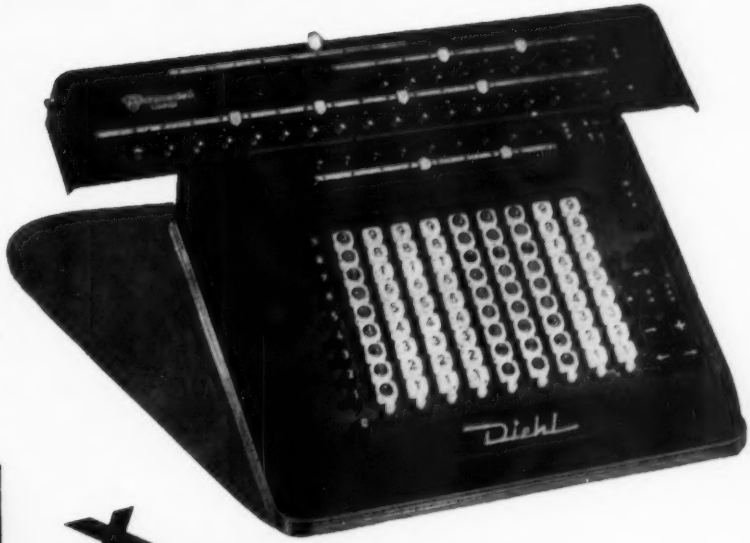

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This colorful 8-page folder shows the complete line of Hano Business Systems . . . including Snap-a-parts, Continuous Carbon, and Autographic Register Forms. Available on request to established Stationers in the South, Southwest and Midwest.

Stationers can and do sell business forms at a profit . . . the easiest way is the Hano way . . . a complete line of Continuous and Snap-a-part Forms . . . with full Dealer protection.

Hano Forms carry your imprint, are shipped under your label and billed to you. You will find new profits in this top-quality line . . . no headaches! Like other Hano Dealers, you'll keep your Specialized Forms Business away from competition. NOW is the time to start . . . look into a Hano Dealership.

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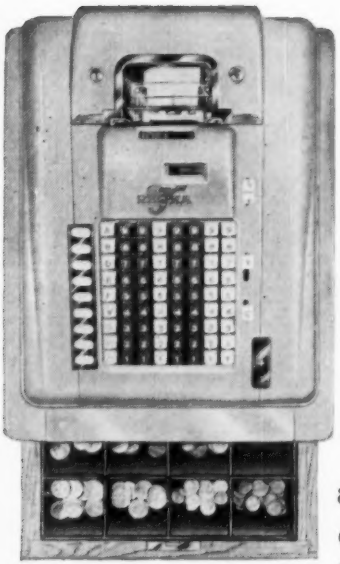
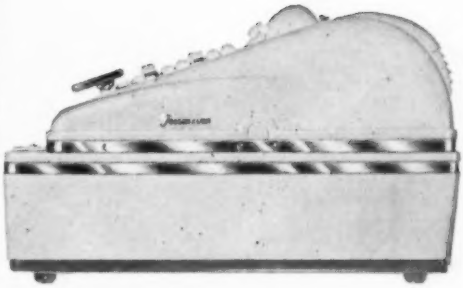
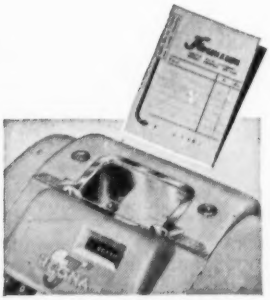




a new concept of cash register design

If there is *one* cash register which fully meets the performance and budget needs of *all* small and medium size retailers—surely it is the magnificent new Regna DeLuxe! A cash register . . . an adding machine . . . a bookkeeping machine—it is ideally suited for the multiple functions of cash protection, cash-credit control and general figurework. Sturdy, precision-built, soft-spoken . . . virtually maintenance-free! And note the Regna's trim, rounded styling: so elegant, compact, unobtrusive. Yet for all this versatility and beauty, the Regna is low-priced, within easy reach of the smallest storekeeper! New manual or electric models with through-colored Carbamide cases in green, ivory and maroon.



Regna can print double cash receipts (one for store, one for customer).

Visible item indication shows clerk and customer individual items, total.

A complete stock of Regna parts is located in service centers throughout the U. S.

New square-shaped "sculptured" keys are far easier and faster to operate.

Electrically and hand operated models with or without indication.

REGNA CASH REGISTER

IN CANADA: Regna Cash Registers of Canada Ltd., 794 Notre Dame St. W., Monretal, Que., and Business Equipment Machines, 489-R King St. W., Toronto, Ont.
OUTSIDE CONTINENTAL U.S.: Jorgen S. Lien, Box 507, Bergen, Norway.

Regna Cash Registers, Inc.
175 Fifth Avenue, New York 10, N. Y.

Gentlemen:

Please send details and prices on the Regna Deluxe Cash Register plus information about becoming a Regna dealer.

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Company.....

City.....Zone.....State.....

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Ask your stationer to show you the modern filing containers made in the new leather-like wear resistant material . . . created and fabricated by us . . . or write for a free sample of this new long-wearing finish.

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try duplicating this...

now you can **RENT**
the world's foremost
duplicating system
for as low as
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For just pennies a day, you can install a complete, modern OLD TOWN Spirit Duplicating System in your office. You can rent one, a dozen or more of these precision-engineered Spirit Duplicators with *no capital investment* necessary.

Even before you rent, you can have a *10-Day Free Trial* . . . to prove for yourself how the versatile OLD TOWN Duplicator cuts paper work and saves both time and money. You'll find hundreds of applications — from sales letters, bulletins and reports to simplified billing and control systems — make all the copies you need of everything you can type, write or draw in 1 to 6 colors.

Your old machine? Trade it in. That antiquated "smudge pot" is still worth money. Trade it in on the new OLD TOWN Duplicator.

Get all the facts on OLD TOWN's remarkable rental plan. Mail the coupon NOW!

World's foremost maker of carbons, ribbons, duplicators and supplies

Old Town CORPORATION

Old Town Corporation, Dept. O-2, 345 Madison Avenue, New York 17, N. Y.

Please send me complete information on the OLD TOWN Inkless Duplicator, including 10-day free trial, rental and trade-in.
Present duplicator: _____

☐ You may arrange a FREE Trial

Company Name _____
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More style, more business-engineered features — built-in for the years to come

Handsome Invincible desks give you greater office efficiency—through outstanding "Business-Engineered" features like adjustable height, non-glare top, smooth operating drawers on nylon glides and super-rigid construction. Available in 107 different sizes and models. You can choose one that's perfectly suited to your own requirements. See the feature-packed Invincible line at your dealer's today.

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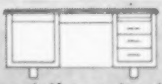
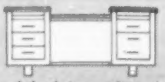
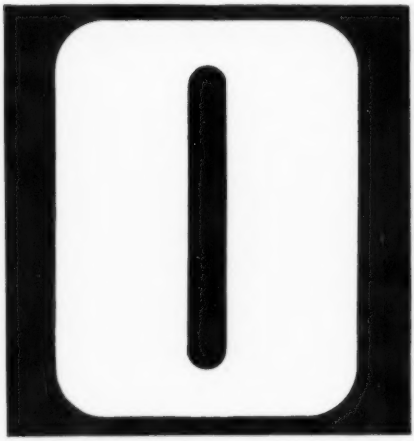
Executive desk


Drop shelf typewriter desk


Fixed bed typewriter desk

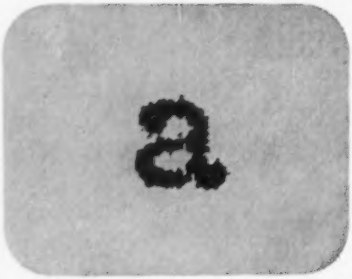
☐ You may arrange a FREE Trial City Zone State

The Olivetti Automatic Carriage Printing Calculator automatically calculates and prints desired figures on record-forms, moving automatically to the proper columns. Can perform 21 separate operations automatically in desired sequence; the sequence can be quickly changed. With platen split, it also prints on tape. Write Dept. EK, Olivetti Corporation of America, 580 Fifth Avenue, New York 36, N. Y.

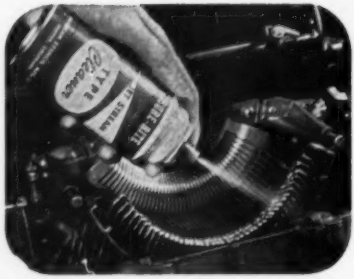


NEW SURE-RITE *Jet Stream* TYPE CLEANER

CLEANS TYPE LIKE NEW IN 9 SECONDS!



This is an unretouched photo of the dirty reproduction made by dirty typewriter type. Dirty type makes dirty correspondence, yet no secretary likes the mess and stained hands connected with ordinary cleaners



With the new *Sure-Rite Jet Stream* Type Cleaner, the mess of cleaning is eliminated. The *Jet Stream* aerosol bomb does the work like magic. In only nine seconds the dirt is dissolved by the secret fluid, without splatter or mess.

This photo shows how the type literally shines with cleanliness—even the crevices are clean! Silicones in the fluid form a micro-thin film to prevent the collection of ink and dirt on the type, making repeat cleanings quicker and easier

Sure-Rite announces three wonderful new aerosol products, the amazingly fast, non-splatter *Jet Stream* Type Cleaner, *Jet Stream* Hand Cleaner (with lanolin) and *Jet Stream* Static Eliminator. Try these products today for speed and cleanliness.

Dealers:

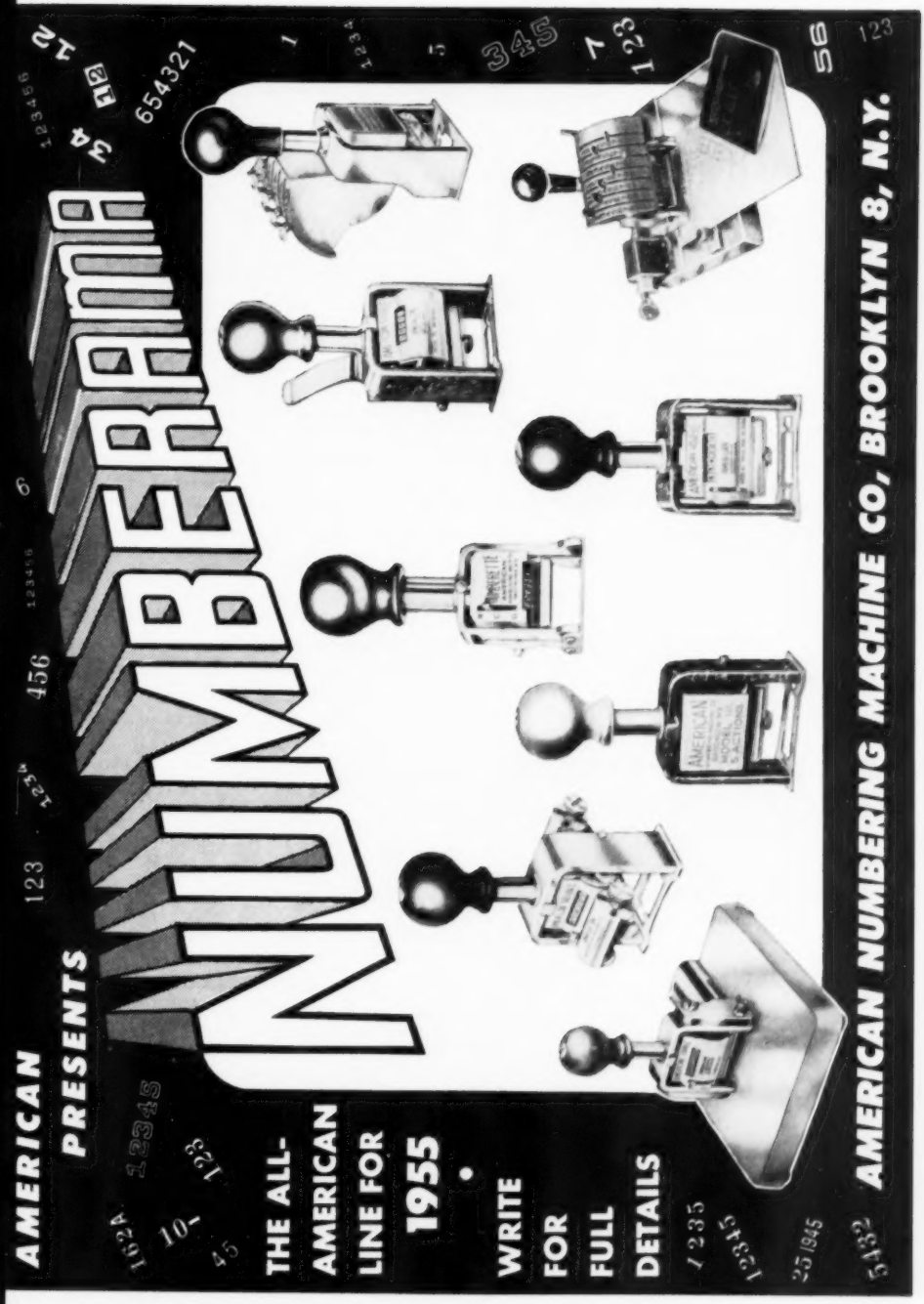
Write or wire today for the new Sure-Rite line of aerosol products. They are magic door openers that your men can use to make additional sales. Every one is a profit maker itself. Get these profit increasers now!

American Stencil Mfg. Co.

2714 WALNUT STREET • DENVER, COLORADO

Manufacturers of the famous Sure-Rite, Green Eye-Ease Film Stencil with the Patented Red-Dot Seal Tube.

In the Midwest, call your local Panama-Beaver man—always a live wire • In the East, call Tru-Rite Inc., 116 Broad St., New York City.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New MARATHON **BLACK** HECTO MASTERS are clean

The unpleasant stain and smear that once was the trademark of hectograph spirit duplicating is rapidly becoming a thing of the past—thanks to Columbia research and development. New, Black Marathon Ready-Master Units are clean—clean because Columbia's exclusive ink does not "blossom" on contact with the skin—clean because protective Supercoating covers carbon surface and all edges. Yes, the results you can obtain from Marathon Black Ready-Master Units will prove how much Columbia engineering has advanced the quality of hectograph duplicating.

If you've been using ordinary purple masters and have been tempted to scrap your spirit duplicating equipment in favor of some tricky new process—don't do it until you have tried Marathon Black Units. You'll get cleanliness and quality you would never dare hope for from ordinary masters. Use the coupon below attached to your business letterhead to obtain your copy of the Free booklet, "Quality Duplicating With Hectograph."

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DUPLICATING SUPPLIES

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Send booklet,
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Company_____

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NEW Books

***AUTOMATIC SELLING** by G. R. Schreiber. John Wiley & Sons, 440 Fourth Ave., New York 16, 195 pp., $5.*

Three million automatic machines with built-in cash registers are selling $1.5 billions worth of goods annually and at present rate of growth this figure will double within the next five years. This book tells what products sell through machines, the new markets the machines can open, machine limitations, investment possibilities, and how far machines can replace salespersons.

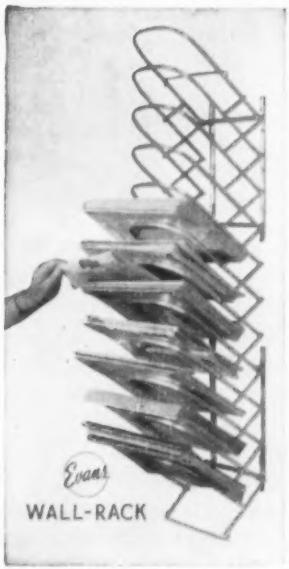
***HANDBOOK OF MODERN ACCOUNTING THEORY** edited by Morton Backer, Prentice-Hall, Inc., 70 Fifth Ave., New York 11, 620 pp., $9.25.*

Our times have produced many complex problems for accountants and there has arisen a diversity of opinion as to how these difficulties can be satisfactorily overcome. In this book, 21 professors and practitioners of accountancy discuss the major areas of controversy and evaluate the merits of proposed solutions. The book is intended to be provocative and stimulating as well as informative. As a college text, it provides students with a look at some of the broader aspects of accounting as it grows in importance in our modern society.

***PROCEEDINGS OF THE 18TH ANNUAL NATIONAL TIME & MOTION STUDY CLINIC.** Industrial Management Society, 33 E. Wacker Drive, Chicago 1, 176 pp., $5.*

Complete transcripts with charts, forms and illustrations, on time study, motion economy, methods, cost controls, wage incentives, job evaluation and human relations.

On Your Office Wall



- Wasted wall space goes to work with the *Evans* WALL-RACK.
- Desk tops become uncluttered, because reference papers, charts, price lists, catalogs, etc. can be put in the WALL-RACK, ready for instant use.
- Mailing Room handles distribution of incoming, outgoing or inter-office mail faster.
- All aluminum, *Evans* WALL-RACK fastens securely to an otherwise unused wall. Light weight, yet durable, holds over 40 lbs. Comes complete with double hanging frame and drive nails.

6-Section size $11.00
12-Section size 18.50
Also 4" width—6 or 12 sections—at above prices.

Made by Makers of the Famous Evans GATHERING RACKS

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403 N. Munford St.
Richmond 20, Virginia

Remington Rand

BETTER BUSINESS METHODS

For Greater Profits Through Lower Costs

FILMSORT®... FOR INSTANTLY ACCESSIBLE MICROFILMED RECORDS!

Filmsort places microfilmed records in a clear transparent jacket, or seals them in a standard filing card. One 8″ x 5″ jacket holds 100 records. Jackets stack 25 to 40 to the inch. In one inch you store 2500 to 4000 records!

› Filmsort Aperture Cards hold microfilmed records in a die-cut window. Microfilmed drawings 24″ x 36″ can be filed on one 5″ x 3″ card! Sealed in Remington Rand punched cards, microfilmed records can be processed electronically at up to 800 per minute.

Our Business Services Departments, or your personnel can process your records for Filmsort. In one instance, BSD saved 75% of Personnel Records space.

With Filmsort you can concentrate and file all microfilmed records on one subject, in one or more, instantly accessible jackets. Circle F375 for more information.

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Poor condition of office equipment means loss of production and profit dollars. Regular inspections and servicing by a Remington Rand Service Expert protects your profits.

Get a *free* inspection and description of our *Four Way Protection Plan* for business equipment. Plan includes: (1) Regular inspections (2) Cleaning, oiling and adjusting (3) *Free* supply and installation of parts (4) *Free* emergency service! Circle M-2.

PRINT LISTS CHEAPER!

Flexoprint eliminates cost of typesetting lists. Your typist maintains collated, proofread lists ...always ready for the printer!

It's easy. Typist transcribes information to card – slips it onto the Flexoprint panel in position. Printer makes offset plate directly from panel. NO typesetting costs, proofreading or special help to assemble list. Once set-up, lists can be published more frequently ...at less cost.

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OM-7

Converting to Shelf Files . . . . . and from Numeric to Terminal Digit Filing

L. E. GRIFFITH, *The Hospital Care Association, Inc., Durham, N. C.*

THE disadvantages of consecutive or straight numeric filing have caused many companies to convert to a terminal digit system. Many more would convert to the terminal digit method were it not for the apparent physical difficulties such a conversion presents. Our purpose here is to outline the advantages a terminal digit system and describe a procedure by which conversion may be effected simply and economically.

Practically all office workers are familiar with consecutive or straight numeric filing, in which the material is arranged in strict numeric sequence from the figure 1 up. Numbers are assigned to new records as they occur. The newest records have the highest numbers and are always placed at the open end of the system. Usually there is some form of alphabetic key to the numerically ordered material. Fig. 1 shows folders arranged in strict numeric sequence.

In terminal digit numeric filing, the material is arranged first of all by the final two digits, then by the second two digits (reading from the right) and finally by the third two digits (reading from the right). These two-digit groups are known as the primary, secondary and tertiary groups. This arrangement accommodates one million items. As a general rule, the number of digits used in the primary, secondary and tertiary groups are determined by the potential range of the series of numbers the system is designed to accommodate. As with consecutive numeric filing, there is usually some form of alphabetic key to the numerically ordered material. Fig. 2 shows folders arranged in terminal digit sequence.

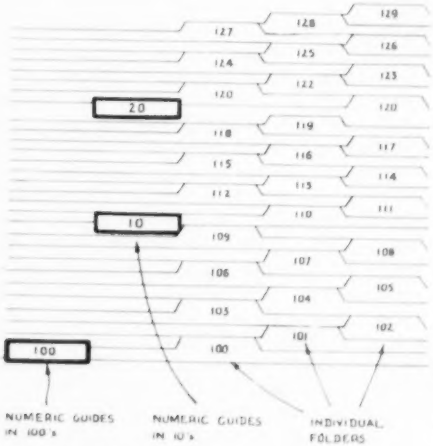


Fig. 1. Folders in numeric order.

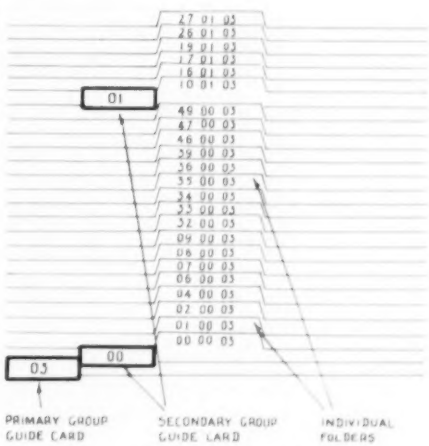


Fig. 2. Folders in terminal digit order.

There are two basic differences between the two systems: the ways in which the numbers are read and used and the ways in which material is assembled in cabinets or shelving. Here is how a six-figure number would be read and used in both consecutive numeric and terminal digit systems:

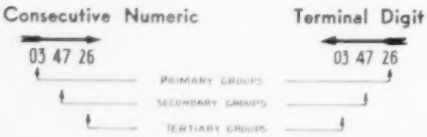


Fig. 3.

The advantages of a terminal digit system are:

1. The whole filing system is in use and not just one end of it. This allows equal distribution of the work load. It is possible to allocate an equal amount of work to each person by giving personnel an equal number of divisions to maintain.

2. Working conditions are improved by the distribution of personnel equally over the working area. Clerks are not crowded together at one end of the system.

Consecutive Numeric →

Terminal Digit →

00	01	02	03	04	05	06	07	08	09
10	11	12	13	14	15	16	17	18	19
20	21	22	23	24	25	26	27	28	29
30	31	32	33	34	35	36	37	38	39
40	41	42	43	44	45	46	47	48	49
50	51	52	53	54	55	56	57	58	59
60	61	62	63	64	65	66	67	68	69
70	71	72	73	74	75	76	77	78	79
80	81	82	83	84	85	86	87	88	89
90	91	92	93	94	95	96	97	98	99

Fig. 4.

3. Gaps in the numbering sequence do not affect the system. Gaps frequently cause inconvenience in a consecutive numeric system.

4. It is easier and faster to locate and refile individual folders in a terminal digit system.

5. It is possible to install and maintain a simple color check system to minimize mis-filing. By a glance at any primary division, clerks are sure if the division contains only folders belonging to it. The scope of search for a mis-filed folder is narrowed very quickly.

6. Sorting operations, prior to refiling, are easier by the terminal digit method.

7. Provided that the system has been properly designed and installed, with a necessary allowance for growth, all sections will expand uniformly. Back shifting of files, a common periodic nuisance with consecutive numeric filing, is eliminated.

8. The guide arrangement is very simple and once the installation has been set up no further guide cards need be added.

When the decision to convert to a terminal digit system has been made, responsibilty for the task should be given to one person and that person should be given a free hand in planning and carrying the job through to completion. Unless there is one leader and only one, divided counsel and divided responsibility will result in a sloppy, uneconomical and badly executed job. In converting a system of any size on a given time schedule it is often necessary to bring in help from other departments. To avoid difficulties between persons of similar rank, a proper understanding on the question of leadership is essential.

In selecting a supervisor for the work, management should pick a man with the drive to get things done. He should be capable of jollying people along through long tedious undertakings without slackening effort. He should have sufficient personal appeal

to make the undertaking an "adventure" rather than what it is, a long and rather back-breaking grind. The most senior man at the supervisor level may not be the most suitable one. Similarly the person in charge of the filing or records department may be unsuitable.

Assume that the man chosen to supervise the work has known all the management preliminaries which have led to the decision to convert. He will know the details of the present filing system and be aware of the time, space, equipment and staff available for the conversion. Probably he will visit and inspect a terminal digit system in a company similar in size and purpose to his own. Unless he can visualize the end result and the stages necessary to achieve it, he would be wise to advise postponement until any deficiencies have been made good.

The following rules, in general, govern the whole conversion program:

1. Even if the job has to be abandoned or postponed a third or half-way through for reasons entirely unforeseen, the procedure must have been so arranged to allow for the finding of any given data without the institution of a search. *Otherwise, in all stages it must be possible to find any document by either following the old system or by following the new system* (or a combination of both).

2. The conversion system must be sufficiently flexible so that it does not cause undue inconvenience to the running of the business during the actual conversion. Usually it will be impossible to complete the conversion in one weekend. The duration of the conversion will vary according to the size of the job and many other related factors. It may take one or several weekends.

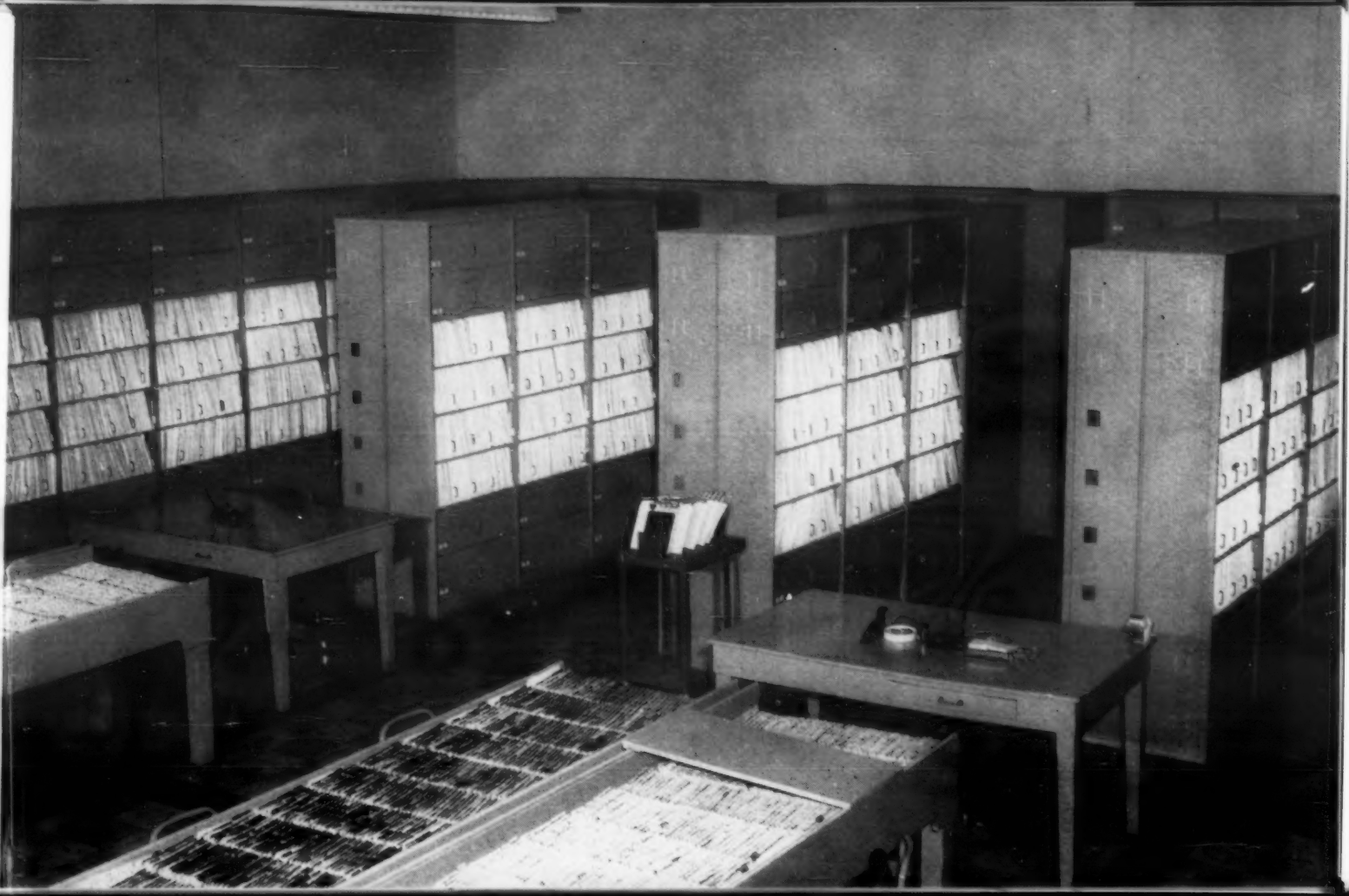
3. Once the changeover has started, see that it is completed in the shortest possible time. Towards the end of the work there will be a tendency to leave the unfinished remainder in the hands of records personnel. This may cripple the records department for a considerable time.

4. At appropriate stages, there should be tidy-up periods when all loose material is rounded up and disposed of properly. Loose papers, possibly falling out of folders, should be gathered together and held under strict control. At the end of the total job, or during intermediate stages, they should be properly refiled.

The only realistic way to present details of a conversion procedure is to relate it to an actual case history. Our existing system consisted of approximately 125,000 active and inactive correspondence folders (about 85,000 active and 40,000 inactive) housed in four banks of five-drawer filing cabinets; each bank numbered separately and in itself a separate system. There was no duplication in the numbering and, in practice, we considered the four as one system having large numbering gaps.

Each active folder was related to a 8″ x 5″ card housed in one alphabetical system. The cards carried numbers corresponding to the numbers on the folders. Both active and inactive folders were keyed to 5″ x 3″ alphabetical name and address cards. The alphabetical index served as a finder for the numerically ordered folders. Elsewhere we had tabulating cards containing both names and corresponding numbers of all the active folders.

Our problem was to reorganize both the 8″ x 5″ cards and the correspondence folders into two separate identical terminal digit systems. Inactive folders, to which there were no corresponding application cards, we proposed to arrange in terminal digit order in separate though related sections of our new filing equipment. Our inactive 8″ x 5″ cards were arranged alphabetically in a separate inactive system. We did not propose to do anything with this system during the total conversion operation but deal with it later as a separate operation if we then considered it worthwhile to retain inactive cards.



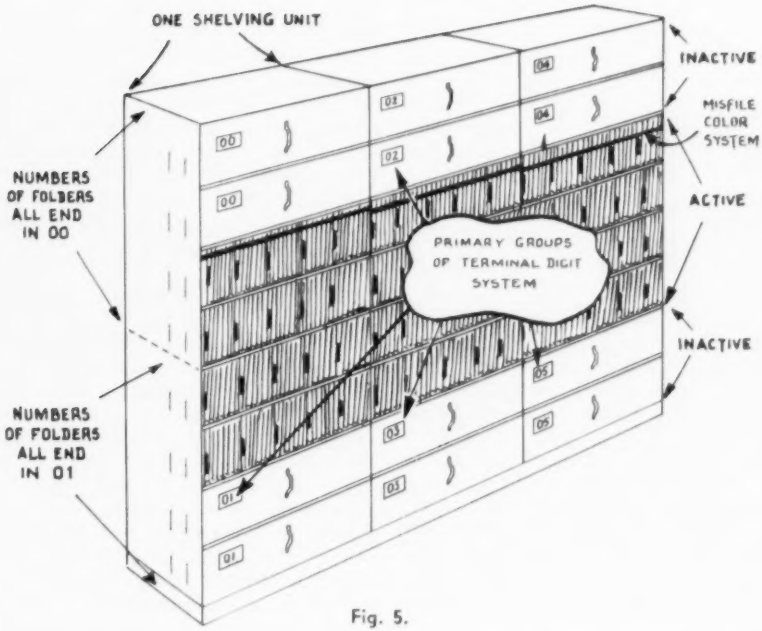


Fig. 5.

We decided to house the correspondence folders in shelving units. We required some 50 shelving units each having eight shelves. We proposed to use four of the shelves for the active folders in each unit and the remaining four for the inactive folders. We had sufficient accommodation for about 100,000 folders in the active shelves and about the same accommodation for the inactive folders. Active folders would number about 85,000 and inactive folders about 40,000. Thus we left space for a further 15,000 active folders and an additional 60,000 inactive folders. By slight adjustments we could accommodate up to 150,000 active folders in the 50 shelving units if we limited inactive folders to 50,000.

Fig. 5 shows the first three shelving units and the numbering layout we followed. Our shelving units are constructed so that the two top and the two bottom shelves are covered with metal doors which can be lowered to the next shelves, uncovering any wanted folder in a covered section. The doors remain suspended over the lower shelf until replaced. The door of the shelf nearest the floor rests on the floor when the bottom shelf is uncovered. Label holders are provided on all doors. Units by Visi-Shelf File, Inc., New York.

Each shelf is divided into five compartments by rigid metal dividers running in tracks on the underside of the shelf above. Each divider is slotted to retain and hold the loose end of the cloth tape attached to the special type guide card signalling the particu-

The completely converted records department of the Hospital Care Association, Durham, N. C. Records of some 260,000 Blue Cross members are housed in Visi-Shelf Files, in terminal digit order corresponding to the application cards in the tub files.

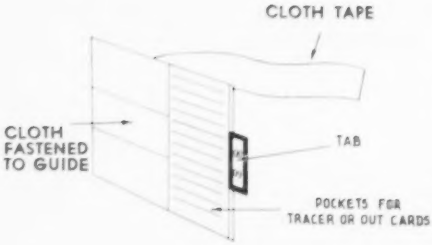


Fig. 6.

lar division. Walls of the unit are similarly slotted to hold the tapes of the final guide cards on the shelves. The tapes can be shortened or lengthened as required. The purpose of the tapes is to splay the folders of any one division so that they may be read more easily. The guide card of the division concerned is pulled forward so that the folders following the guide are fanned out. The details of a guide card are shown in Fig. 6. Pockets are provided in the guide for the insertion of out or tracer cards.

We decided to use the four center shelves for our active records. The two uppermost shelves contain active folders of our primary group. The lower two shelves contain active folders of the next primary group and so on throughout the system. As we knew from our calculations that two shelves would be insufficient to hold both active and inactive folders of any one primary group, we planned to use the nearest covered shelf to hold the overflow. Our changeover procedure catered to separating the active from the inactive records as part of our final check on the ordering of folders and it was at this stage we proposed to rearrange all active folders of any one primary group on the proper active shelves and the inactive folders on the inactive shelves.

Taking one active primary group of two shelves, we divided it into ten divisions by guide cards and dividers. Each division represented ten of the secondary groups. The label tabs of the ten guide cards were numbered: 00-09, 10-19, 20-29, 30-39, 40-49, 50-59, 60-69, 70-79, 80-89, 90-99. On the basis of 85,000 active folders we knew that we could expect approximately 85 folders in each secondary division: 85,000 folders to be accommodated in active section, divided by 100 primary groups, 850 folders to each primary group. Divided by the number of guide cards (each card flagging up 10 secondary groups), 85 folders per ten secondary groups.

Within each secondary group we knew there would be eight or nine folders. Similarly in the inactive section we knew we could expect about four folders in each secondary group. Because our folders are not very bulky we estimated that we could accommodate about 450 to 500 folders on each shelf. This of course will vary from installation to installation and is important in calculating probable requirements. The actual average bulk of the individual folders cannot be guessed at. It must be calculated, allowing for reasonable margins on the less favorable side.

About 100 transfer drawers were used for the intermediate stages of the work. As the job proceeded we found that we had an insufficient number for our purpose. Consequently we used the drawers from the original filing cabinets as they became available.

A small team numbered all the guide card tabs and inserted them in the guide cards. This team then arranged all the guide cards in their proper places in the shelving units. Labels were used to number the transfer drawers for control purposes. A blackboard was used for control purposes. Apart from its use with the blackboard, the chalk came in handy in marking the floor to show the groupings of the filing cabinets being worked by the individual operators. For repair, we used Scotch tape, old folders, scissors, etc. The old folders were torn in half and used (after being numbered appropriately) as dividers and guides in the transition stages.

No space problem existed because we were fortunate, at the time, of commencing development of an empty wing to our building. The records department's new location was in this wing and consequently we had ample space in which to set up all the new equipment and accommodate all the old equipment, tables, etc., during the changeover. The total area used was approximately 1600 sq. ft.

Because we were anxious to complete the job as soon as possible, we decided to defy the adage that "too many cooks spoil the broth." We worked on the principle that "many hands make light work." Several weeks before our scheduled changeover date we held a staff meeting. The program was described briefly and a volunteer staff recruited for weekend work. Proposed working hours, overtime payments and similar considerations were covered in detail. Lists of the staff available on each day of the several weekends were drawn up.

At later meetings the staff were informed of the teams to which they had been allocated. The different kinds of work were explained. As the emphasis moved from stage to stage, the teams were broken down and members moved to other operations. In the initial stages the staff were organized into the following teams with team leaders:

Team 1. Lifting folders from the five-drawer filing cabinets.

Team 2. Collecting and transfer of lifted folders, placing them in numbered transfer drawers. Also responsible for the control and numbering of the transfer drawers.

Team 3. Transporting heavy cabinets, full transfer drawers and the like. Two of the male supervisory staff volunteered for this work and were assisted by the janitor, another volunteer.

Team 4. Assembly staff checked all files for correct terminal digit sequence and separated active from inactive folders. Earlier this team was part of Team 1.

Open Shelf Files, made by Neubauer Mfg. Co., in Minneapolis office of Hardware Mutuals.

Shelf files are used in many European offices. These are Vetro Lateral hanging files made by Rud. Fürrer Sons Ltd., Zurich.

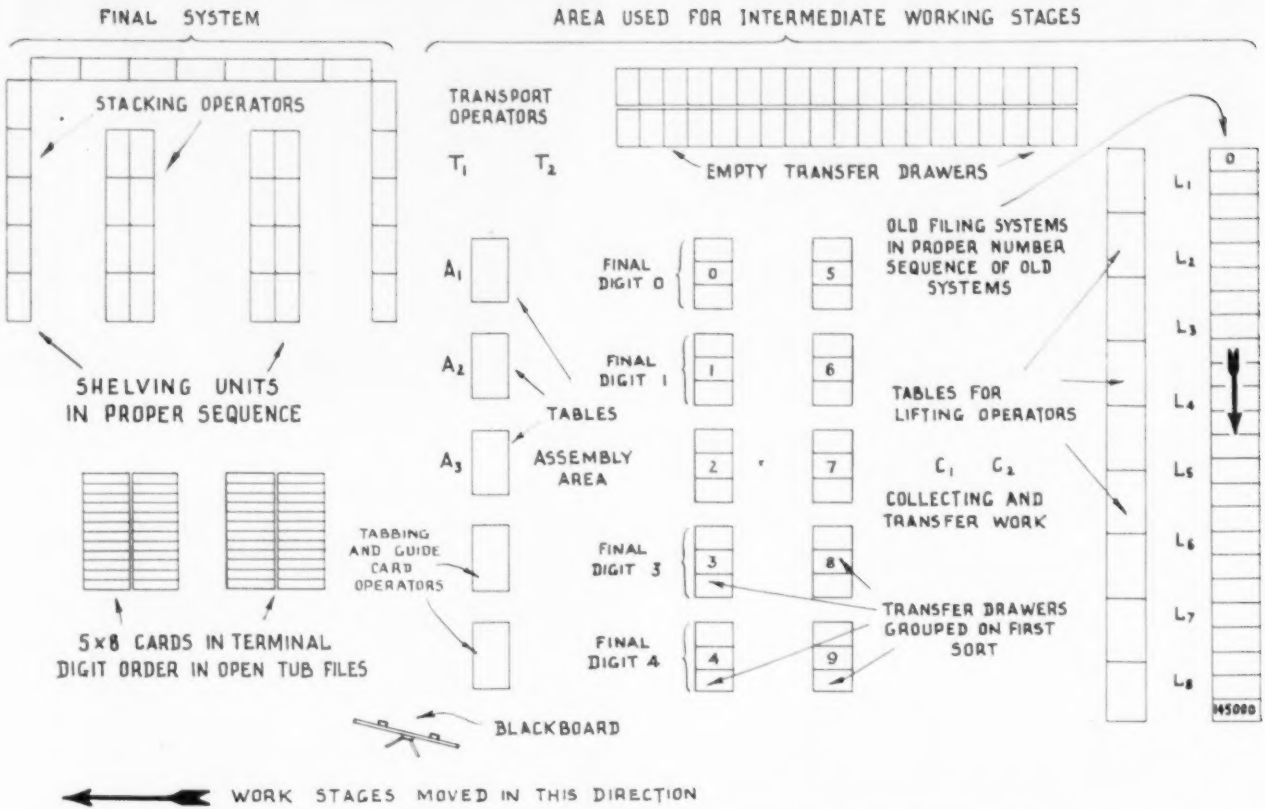


Fig. 7. General layout of equipment and staff during the conversion operation (not to scale).

Team 5. Tabbing and guide card staff numbered all guide card tabs, inserted them in the guides and arranged guides and metal dividers in the shelving units.

Team 6. Stackers stacked folders in shelving in proper sequence. Earlier this team was part of Team 1.

Team 7. Loose-end staff arranged and took care of material dislodged from the main line operations.

In the first stage of the operation Teams 2, 3, 7 and 8 only consisted of one person. Practically all the staff at that time formed Team 1. The total daily staff engaged varied but on the average there were 30 girls and four men available each day the conversion was in progress. All girls working throughout an entire weekend ceased work before 4:30 on Sunday. We wanted the staff alive and active on Monday morning.

We divided the total undertaking into four main phases. These were as follows:

1. *Preparation of a terminal digit register from tabulating cards for all active cases.* This register was prepared during a weekend operation by the staff of the machine accounting department.

2. *Conversion of the 8″ x 5″ cards to terminal digit order.* With an average staff of 30 girls we completed this conversion in one weekend. Had we several leaf sorters, our work in this operation could have been cut down considerably. The 8″ x 5″ card conversion took place one week after the register work described in 1 above. In the intervening week all changes to the composition of the register were noted. The card terminal digit system was checked against the register. Disagreements were noted on a special form for resolution in the normal course of business. The final 8″ x 5″ card terminal digit system was housed in custom made open tub files.

3. *The conversion of the correspondence folders to terminal digit sequence.* We almost completed this in two weeks but fell short by one day's work, so we decided on the Monday following the second weekend to divert as many of the staff as possible to the completion of the task.

4. *Cleaning up of unresolved material.* Even after our tidying up stages we found we had a number of unresolved discrepances to clear up: 400 cases. All were cleared within ten days without either overtime or a mass operation . We outlined a procedure and circularized it to all departments so the unresolved cases were cleared in a routine way.

Excluding phases 1 and 4 above, the total operation took 35 persons seven days, with an average working day of 10 hours; or some 2450 manhours.

We selected shelving for the folder system because of the saving of floor-space, no pulling and pushing of drawers, all index tabs are readily visible, and the condition of the system generally is always apparent.

We gave considerable attention to good working conditions during the conversion program. Short coffee breaks, recorded music and the like, were found to be excellent morale builders provided they are kept under control. Active participation of the male supervisory staff from other departments, frequently doing the heavy lifting work, added materially to the general feeling that we were all in it together.

Here we will describe briefly the actual stages of the folder conversion. The 8″ x 5″ card conversion followed basically the same pattern, if we make the allowance that we were changing from an alphabetical system and not from a numeric system. Fig. 7 shows the general layout of the equipment and staff during the operation although it does not show each filing cabinet, transfer drawer and shelving unit any more than it shows the position of each number of the staff. It is only for reference purposes in the description which follows.

Lifting operators were stationed in

front of five-drawer filing cabinets of old system (allocating three or four cabinets to each operator) and instructed to pull in proper order all folders ending with the digit 0. All filing cabinets were in proper sequence of the old system and remained so throughout all stages.

As the folders accumulated on the tables behind the lifting operators, the collecting and transfer operators gathered the folders in the order of the old numeric sequence and placed them in the first transfer drawer of final digit 0. They placed the next folders behind these, and so on. All folders were retained in strict numerical order during these stages. If it had been necessary to find any folder, we could have done so by following the lifting sequence of the old system.

On the first sort, every tenth folder ended in the digit 0; on the second sort for numbers ending in the digit 1, every ninth folder ended in 1. When the sort was for numbers ending in 2, every eighth folder was lifted, provided there were no gaps in the original numbering sequence. If gaps existed, operators had to be careful that they did not miss a folder. It became more or less automatic to estimate where every tenth folder lay and then where every 9th folder and so on lay in the original system. We could have commenced lifting operations on the two final digits 00, but only four or five folders could have been taken from each drawer. This would have meant constant opening and shutting of drawers.

Lifting operators continued lifting folders from the old system in order of the last digit, from 0 through 9. After all folders had been lifted from the old system, they lay in transfer drawers grouped by the last digit. *At the end of this stage, all folders were in final digit order: 00-00-0F (final digit). The whole system now comprised ten main groups.*

The transporting operators took all transfer drawers ending in digit 0 and placed them in drawer order. They then distributed the drawers in sequence to lifting operators who then sorted on the next to the last digit. For convenience, the contents of the transfer drawers were transferred to the upper drawers (where stooping was not involved) of the then empty filing cabinets. As they pulled all folders ending in 00 in their proper sequence, collecting and transfer operators gathered the groups of folders and assembled them in order in the empty transfer drawers. The transfer drawers were re-numbered showing the drawer number and the final two digits. The lifting operators continued the sort from 00 through 90. The collecting operators collected folder group 00, then 10, then 20 and through 90, then stacked the groups in appropriately numbered transfer drawers. This procedure continued for the ten main groups. *At the end of this stage all folders were in order within the last two digits: 00-00-NF (next to final digit). The whole system now comprised 100 main groups.*

The transport operators now arranged all transfer drawers in sequence by the last two digits: in the first drawers all folders ending in the digits 00 and in the last drawers all folders ending in the digits 99. Working on the basis of 145,000 folders to the original numeric systems, there were 1450 folders approximately to each final two-digit division. The transport operators now arranged on the table space in front of each lifting operator one final two-digit division. Thus lifting operator L-1 had the final two-digit division 00, L-2 had the division 01, and so on. The lifting operators were provided with empty transfer drawers and numbered separator cards.

Operator L-1 then sorted on the third digit from the end. At the end of her sorting process she had ten divisions sorted out on the third digit from the end. The separator cards read 000 through 900. Operator L-2 at the end

(Continued on page 165)

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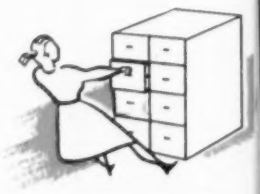

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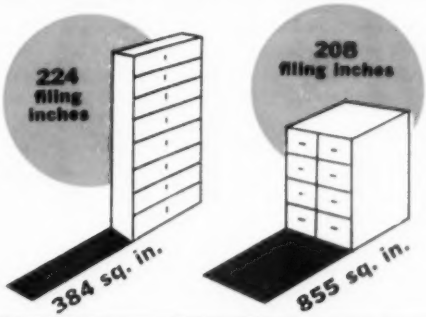

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OMAC's Annual Seminar and Business Show Opens Feb. 28

ATOM is the theme word of the 13th Annual Seminar and Business Show, sponsored by the Office Management Assn. of Chicago and Northwestern University, which will be held at the Conrad Hilton Hotel, Chicago, from February 28 to March 2. Here the word "atom" signifies Alerting Today's Office Manager and seminar discussions fall into four "atomic" divisions: Automation, Techniques, Organization, Management.

The keynote address on Monday, February 28, will be delivered at the opening luncheon meeting by John W. Evers, president, Commonwealth Edison Co., who will explain what is expected of office management by the top executive of a company. Monday afternoon's session will hear from Robert A. Fergusson, president, Rust-oleum Corp. of Chicago, on how the office manager can raise himself to top management levels.

A description of automatic accounting and its effect on personnel, procedures and costs will be supplied by Joseph S. Glickauf Jr. of Arthur Andersen & Co. at the morning session on Tuesday, March 1. That afternoon, techniques will be covered by two speakers: Ben S. Graham of Standard Register Co., and Thomas H. Healy of Peat, Marwick, Mitchell & Co. The first will consider techniques for work improvement, simplification and cost reduction to make office operations more competitive. The second will cover scheduling, work standards, incentives and measurement methods as applied to offices.

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OMAC Seminar and Business Show General Chairman, Alfred H. Dorstewitz with Lorraine Elliott (left), Continental Can Co., and Roberta Buffett, Foote, Cone & Belding. The ladies were chosen Miss Business Show of 1955 and Miss Seminar of 1955.

OMAC Seminar Program

MONDAY, FEBRUARY 28 (Noon)

OMAC WELCOME: L. R. Chase, *President, Office Management Assn. of Chicago.*
NORTHWESTERN UNIVERSITY WELCOME: Dr. A. C. Van Dusen, *Vice President and Director of Public Relations, Northwestern University.*
TOP MANAGEMENT CHALLENGES OFFICE MANAGEMENT: John W. Evers, *President, Commonwealth Edison Co., and President, Chicago Assn. of Commerce & Industry.*

MONDAY, FEBRUARY 28 (2:30 p.m.)

WHAT AN OFFICE MANAGER MUST HAVE TO BOOST HIMSELF INTO TOP MANAGEMENT: Robert A. Fergusson, *President, Rust-oleum Corp. of Chicago.*

TUESDAY, MARCH 1 (10 a.m.)

ELECTRIC ACCOUNTING: WHAT IT IS, ITS EFFECT ON PERSONNEL, PROCEDURES, COSTS AND REPORTS: Joseph S. Glickauf Jr., *Partner, Arthur Andersen & Co.*

TUESDAY, MARCH 1 (2 p.m.)

THROUGH SURVEYS AND OTHER TECHNIQUES, HOW TO FIND OUT WHAT PROBLEMS NEED ATTENTION: Ben S. Graham, *Director, Methods Research, Standard Register Co., Dayton, Ohio.*
HAVING LEARNED THE PROBLEMS, WHAT CAN BE DONE TO EFFECT IMPROVEMENTS?: Thomas H. Healy, *Consultant, Management Controls Dept., Peat, Marwick, Mitchell & Co.*

WEDNESDAY, MARCH 2 (10 a.m.)

APPRAISAL AND DEVELOPMENT PROGRAMS OF ORGANIZATION from the viewpoints of a large and a small company: William Bright, *Manager, Employee Development Div., Pure Oil Co., Chicago;* Philip L. Cochran, *Assistant to the President, W. A. Alexander & Co., Chicago.*

WEDNESDAY, MARCH 2 (2 p.m.)

COMMUNICATIONS TO EMPLOYEES: Wilson M. Ranck, *Industrial Relations Staff, American Seating Co., Grand Rapids, Mich.*
WHY SALARY ADMINISTRATION PROGRAMS FAIL AND WHAT TO DO ABOUT IT: Dr. Robert N. McMurry, *McMurry, Hamstra & Co., Chicago.*
HABITS AND CONDUCT IN TODAY'S OFFICE: Helen M. McGrath, *Office Manager and Assistant Controller, Sears, Roebuck & Co., Chicago.*
FACTORS INFLUENCING EMPLOYEE ATTITUDES: Wendall F. Wood, *Supervisor, Research & Testing, International Harvester Co., Chicago.*
PREPARING EMPLOYEES FOR RETIREMENT: Dr. Robert K. Burns, *Executive Officer, Industrial Relations Center, University of Chicago.*

WEDNESDAY, MARCH 2 (7 p.m.)

BANQUET: Toastmaster, Ralph G. Sinn, *International President, National Office Management Assn.*
FAITH AND FREEDOM: Rev. William H. Alexander, *First Christian Church, Oklahoma City.*

Exhibitors at the OMAC Business Show

Acme Visible Records, Inc.
Addressograph-Multigraph Corp.
Air Associates
Allen Wales Adding Machine Agency
All Steel Equipment, Inc.
American Automatic Typewriter Co.
American Perforator Co.
American Photocopy Equipment Co.
Art Metal Construction Co.
Bankers Box Co.
E. W. Boehm Co.
Bircher Co.
Charles Bruning Co.
Burroughs Corp.
Chart-Pak, Inc.
Chicago Dictating Machine Co.
Cincinnati Time Recorder Co.
Clary Multiplier Corp.
Commercial Controls Corp.
R. Cooper Jr., Inc.
Copease Corp.
Copy-Plus Sales and Service
Ralph C. Coxhead Corp.
A. B. Dick Co.
Dictaphone Corp.
Diebold, Inc.
Ditto, Inc.
Domore Chair Co.
Duplicopy Co.
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Elliott Addressing Machine Co.
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Friden Calculating Machine Co.
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Haloid Co.
Harris-Seybold Co.
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Heyer Corp.
Illinois Bell Telephone Co.
Illinois Duplicator Corp.
International Business Machines Corp.
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Jones Commercial High School
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LeFebure Business Systems
Magne-Dex Sales of Chicago
Marchant Calculators, Inc.
Marr Duplicator Sales Co.
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Royal Typewriter Co.
E. G. Ryan & Co.
Scribe Corp.
Shaw-Walker Co.
Simplex Time Recorder Co.
Slattery-Bigelow, Inc.
Standard Duplicating Machines Corp.
Standard Manifold Co.
Statistical Tabulating Co.
Stenographic Machines, Inc.
Stivers Office Service
Tallman, Robbins & Co.
Temperature Equipment Corp.
Tiffany Stand Co.
Todd Co.
Transo Envelope Co.
Triner Sales Co.
Underwood Corp.
Victor Adding Machine Co.
Weber Addressing Machine Co.
Wheeldex-Simpla Chicago Co.
Workman Service, Inc.

efficiency ratings, employee growth programs and training methods will be analyzed at the Wednesday morning session. William Bright of the Pure Oil Co. will provide the viewpoint of large companies; Philip L. Cochran of W. A. Alexander & Co. will do the same for the small company.

Topics of the hour in management relations with employees will provide practical answers to problems of communications, remuneration, office conduct, employee attitudes and preparation for retirement. These topics will be thoroughly treated by five speakers at the afternoon session on Wednesday, March 2: communications by William M. Ranck, American Seating Co.; salary administration by Dr. Robert N. McMurry of McMurry, Hamstra & Co.; office habits and conduct by Helen M. McGrath of Sears, Roebuck & Co.; employee attitudes by Wendell F. Wood of International Harvester Co.; preparing employees for retirement by Dr. Robert K. Burns of the University of Chicago's Industrial Relations Center.

The closing seminar banquet will be

Each is excellent . . . both are Burroughs adding machines

BURROUGHS TEN KEY

BURROUGHS DIRECTOR "200"

Try them. Only then will you accept the superiority of the new TEN KEY and Director "200" adding-subtracting machines. Both embody the enduring values that are traditions of Burroughs products. See your nearest Burroughs branch or dealer; or write Burroughs Corporation, Detroit 32, Mich.

Burroughs

NEW Craig ELECTRIC FILE*

a high-capacity functional work unit for

filing-finding-working card records ***more easily...faster***

The CRAIG ELECTRIC FILE has been developed by Craig systems and methods engineers to give you the most highly functional work unit obtainable. Imagine all of these wanted features in one unit! . . .

- ☐ Holds over 100,000 5" x 3" cards — provides more than 1000 usable linear inches, plus a "V" for card reading. Capacity varies for other card sizes.
- ☐ Occupies only 10 sq. ft. of floor space — its compactness permits most effective use of work areas.
- ☐ Pushbutton control automatically brings trays to desk level — rapidly and directly in front of the operator — cards always located at operator's finger tips while seated in natural, relaxed position.
- ☐ Has an adjustable work table and work shelf located directly in front of the operator.
- ☐ These and other advanced features improve the operator's accuracy, morale and productivity, and offer substantial reductions in your operating costs.

*PATENT APPLIED FOR

Craig MACHINE, INC.
Danvers, Mass.

COMPARE point-by-point

Candidates who vied for the title of Queen of OMAC's Seminar and Business Show.

held in the Conrad Hilton's grand ballroom Wednesday evening. Registrants will be entertained by Priscilla Holbrook, organist, and the First National Bank's Choral Club of seventy mixed voices under the direction of George Haase. NOMA's president, Ralph G. Sinn of the Detroit Edison Co. will be banquet toastmaster and the featured speaker will be Rev. William H. Alexander of the First Christian Church, Oklahome City, who is well known and liked by convention goers.

Because of the great interest every year in OMAC's exhibit of the latest in office equipment, the business show will continue one full day after conclusion of the seminar sessions. Some 120 of the leading office equipment manufacturers and service companies will exhibit their newest machines and methods. It is expected that 35,000 office executives will visit the business show and that registrations for the seminar will come from half of the states and several Canadian provinces. Complete registration for non-members is $20 which includes all seminar sessions, the Monday opening luncheon and the Wednesday closing banquet. All registrants receive tickets for the business show and non-registrants can obtain tickets from any exhibitor or at the OMAC booth. Additional information can be had from the Office Management Assn. of Chicago, 105 W. Madison St., Chicago 2.

OMAC Seminars are held in conjunction with Northwestern University.

A NEW WONDER IN THE DUPLICATING WORLD

THE *Standard* ROCKET

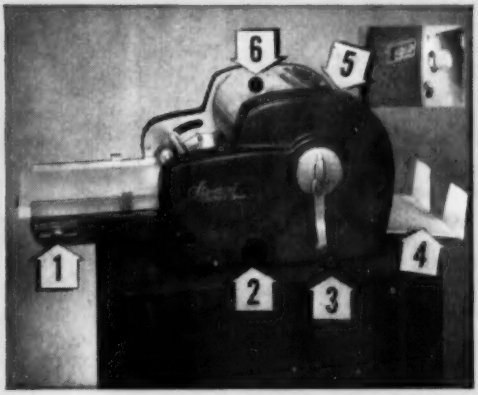
THE CROWNING ACHIEVEMENT IN FLUID DUPLICATING

Seldom are so many improvements combined in one machine, priced within the reach of all. This new Standard Rocket Duplicator is an engineering masterpiece you will want to see in operation. Replacing the Standard SW, which proved itself a thoroughbred and was recognized for years as the finest low priced duplicator ever built, the Rocket assures even more brilliant, dependable performance.

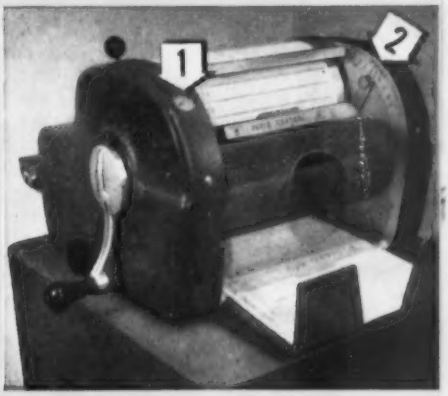
Illustrated literature gladly sent upon request

STANDARD DUPLICATING MACHINES

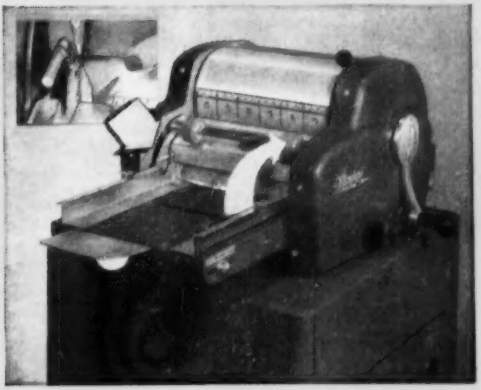
THE NEW *Standard* ROCKET ZOOMS FAR AHEAD WITH THESE OUTSTANDING FEATURES



1. New, Feed Weight Adjustment. 2. Useful Pressure Control for copy intensity. 3. Easy clockwise rotation, 130 sheets a minute, perfect registration. 4. Face-up copies. 5. Handy reset Copy Counter. 6. Finger tip master attaching lever.



Generous visible fluid supply. Reservoir rotates down (ghosted view) for OFF or fill position, automatically opens filler cap (arrow 1). Valuable extra feature (arrow 2), Micromatic Adjustment, quickly changes registration on copies.



Arrow indicates how automatic feed swings away for loading tray or for hand feeding. (Inset) Exclusive, self-leveling stripper pin with optional blades for positive feeding of paper or card stock eliminates annoyance of frequent misfeeding.

Feed rollers slide together, center feed small forms, coupons, post cards, automatically. Segmented master clamp with blockout slot firmly grips all masters. Scale on drum and tray for positioning. Feed guides lock or slide at a touch.

CORP., EVERETT 49, MASSACHUSETTS

How Lockheed Took Its First Step in Data Integration

H. WARREN WHITE

Assistant Manager, Material Planning Dept., Lockheed Aircraft Corp., Burbank, Calif.

THE AUTOMATION fever which currently grips the clerical field has manifested itself in a tangible form in the material control department at Lockheed. After using a manually maintained record for some fifteen years, Lockheed has taken the first step toward data integration and electronic processing in the field of material control. An electro-mechanical sensing device for a National posting machine, through which a standard IBM 526 key punch can be operated, was developed for us by Systematics, Inc., Hermosa Beach, Calif. This makes possible the preparation of a cost distribution and procurement analysis card as a by-product of the posting operation.

This first step has received considerable attention, and a stream of visitors has besieged the machine operating area since the first day the mechanical-electronic marriage took place. Their interest can be readily understood if one is acquainted with an automation enthusiast whose hunger for something concrete stimulates his curiosity and enthusiasm.

The growing demand placed upon the manual record for more and more data extraction and analysis has presented an ever-increasing problem. Those in the more complex fields of material, cost, or production control will quickly recognize the need for frequent detailed extraction and analysis of vast amounts of data secured only by tedious, random search.

Posting machines have for some time demonstrated their ability to provide savings in posting time and accuracy. However, this has offered little solace

An NCR Bookkeeping Machine in simultaneous operation with an IBM Key Punch at Lockheed Aircraft Corp.

Should they all use the same carbon paper?

Three secretaries...three jobs...three different carbon papers needed! Alice's boss sends one-of-a-kind letters with one carbon required. Joan must produce eight clear carbons for routing. Claire's boss is a statistician and his figures must be legible. No one carbon can do all these jobs equally well.

Webster's famous MultiKopy Carbon Papers come in weights and finishes for all these office needs and many more. Each sheet is constructed for true value in color, sharpness of impression, and wear. There are 52 weights and finishes for standard machines and 20 for noiseless machines.

With MultiKopy you can use a "custom" carbon -- tailored to the machine, the job, and the individual touch of the operator. Discuss with your stationer the kinds of MultiKopy carbons that your office requires. Then see what a difference using the right carbons makes -- in savings of time and office supplies and in clear legible impressions.

Carbon papers and inked ribbons for every office need by:

F. S. WEBSTER COMPANY

8 Amherst Street
Cambridge 42, Massachusetts

Uncovered rear of the bookkeeping machine showing the sensing device at lower left.

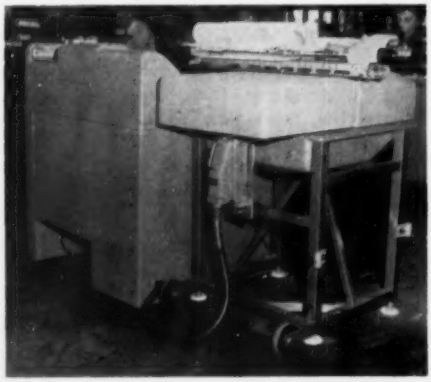
to the material control field, as the primary need is one of getting the information *off* the record, not putting it *on*. As a matter of fact, a comparatively few people have for years been doing a very creditable job of getting the data on the manual record with a high degree of accuracy and in such infinite detail that a posting machine simply cannot compete. On the other hand, several hundred people depend on this record in some way or another for fast and accurate data extraction and analysis on a random basis.

It is in this field that the more complex control organizations have been foundering. The posting machine by itself offers little because its random extraction ability is still essentially manual and it is totally unable to cope with the number of balances necessary to the complete operation. Punched card equipment offers certain valuable services, but loses efficiency due to the problems of both high volume and lack of rapid random access. It tends to bog down under the sheer weight of cards which often require several weeks to process. With the dawn of electronic data processing and its promise of fantastic abilities in the field of processing tremendous volumes of data, comes the somewhat staggering problem of bridging the gap between a manual record, with its fifteen years of accumulated idiosyncrasies, and the unsullied surface of magnetic tape.

Several machine equipment manufacturers have been contacted regarding the possibility of preparing a punched card or punched tape as a by-product of the mechanical posting operation, thereby providing a ledger for historical record and supplying the mechanical brain with food for analysis and reporting. Some replies indicated their interest, but they admitted they would not have anything of this type available on the market for from two to five years.

When contacted, Systematics, Inc., indicated they could build an intercoupling device to accomplish the objective. This intercoupler attaches in a simple manner to the back of an NCR 3100 or 3200 posting machine and, by plug-in, operates an IBM 526 key punch. Those particular entries, or columns, of the posting operation which are to appear on punched cards are preset on the removable control bar of the posting machine in the same manner that its other operations are pre-set, making the operation entirely automatic and requiring no action by the operator to cause punching.

(*Continued on page 163*)



Posting machine and key punch are connected at rear. Sensing device was developed by Systematics, Inc., a new firm that is engineering custom built attachments and modifications for office machines.

CAN YOU REMEMBER?

$10. IF YOU CAN!

TRIAD
Mimeo and Duplicator Paper

MAKE A NOTE OF IT . . . *TRIAD Mimeo and Duplicator Paper* . . . because on February 20 we will call until we've phoned FOUR readers who can remember TRIAD!

TRIAD
Mimeo and Duplicator Paper

To each of these Four, a check for $10 for just remembering the name and product, a generous package of crisp, new TRIAD for their office use, and our Congratulations.

TRIAD
Mimeo and Duplicator Paper

IN *Seven*
DRAMATIC COLORS

- CUTS WASTE — CONSISTENT QUALITY
- EASY FEEDING — LONGER RUNS
- MINIMUM LINT — MINIMUM SHOW-THROUGH
- QUICK DRYING — BRIGHTER COPY

GROVETON PAPERS CO.
GROVETON, NEW HAMPSHIRE

OFFICE EQUIPMENT IDEA CONTEST WINNER

If We Can't Buy It—We Make It!

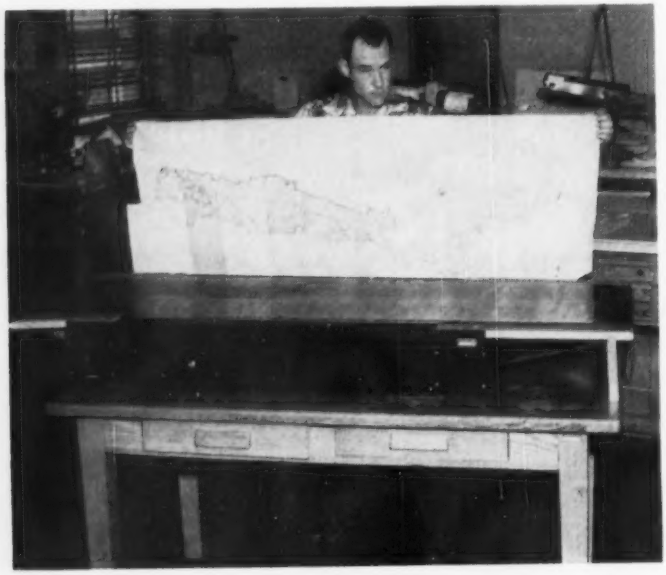
WILLIAM G. WAGGONER
U. S. Bureau of Reclamation, Sacramento, Calif.

EVERY office equipment salesman is a potential geiger counter to detect the radiation of valuable ideas from his customers. A penetrating look and at least a part-time play as listener by the salesman will disclose an array of devices which the companies or individuals in the companies have tailor-made to solve a particular problem. These ideas, even though some of them may resemble Rube Goldberg's, are the seed from which a profitable item may be added to his manufacturer's line.

When you pick up an office equipment catalog or magazine, your first impression is that there couldn't be any problem for which the office equipment industry has not provided the answer. But no one company or individual can give all the right answers.

The nice thing about an idea picked up from the office equipment user is that it has already acquired that profit look. Much of the market research necessary by the manufacturer has been indirectly accomplished because the new gadget has come into existence through an actual need. It is not just a gleam in the eye of someone in the manufacturer's research department, projecting a theoretical problem and providing a theoretical answer.

The California Region of the U. S. Bureau of Reclamation is a prolific producer of ideas. It is more or less natural that they would be a creative group because this is only an extension of a faculty required to design and build



Two wooden extension leaves with rollers were made so that colors could be filled in on large maps with this hectograph gelatin duplicator. Extension leaves can be easily inserted or removed as required. The only limit to the sheet size handled is that it be half the total length of the gelatin roll. This saves the time of doing the color work by hand.

GROVETON, NEW HAMPSHIRE

BOSTITCH B8R

America's most popular desk stapler. It's also a posting-tacker and stapling plier. And the attached staple remover is always at hand.

BOSTITCH B5-12 OR B5-18

These are the staplers with the long reach—12 or 18 inches from edge of work. Fine for folders, reports, charts, promotion pieces.

4 WAYS TO MODERNIZE YOUR DESK WORK

BOSTITCH B5B

Extra-rugged desk stapler, it can staple paper, fabrics, other materials up to ¼ inch thick. Base folds back for use as tacker.

BOSTITCH B8S

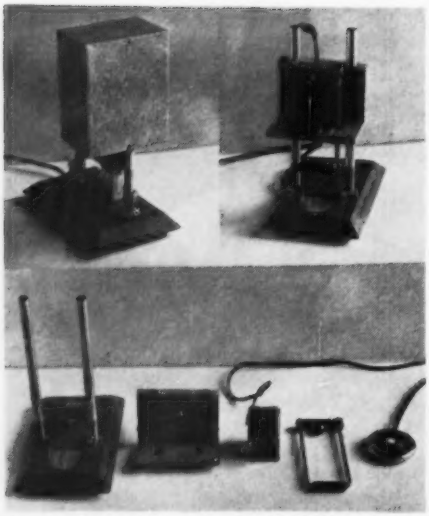
Brand-new saddle stapler binds booklets, folders, advertising dummies of up to 128 pages. "Roll up" feature handles pages up to 12 inches wide.

Fasten it better and faster with

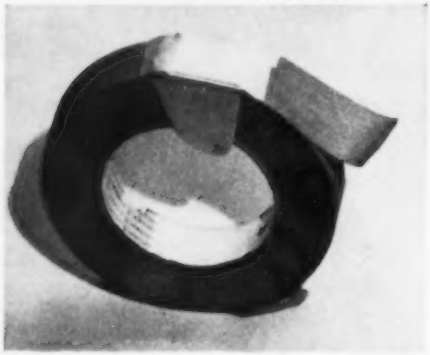
BOSTITCH®
STAPLERS AND STAPLES

See your stationer . . .
or phone Bostitch

no equipment needed



Any ordinary office stapler becomes an electric stapler with this idea. The finished job is shown at top left. Top right shows our assembly with cover removed. Power is transmitted from the solenoid by a 1/4" U-bolt with a piece of rubber tubing over the end which rests on the stapler head. Wiring is inside one of the 1/8"-pipe supports. All the parts are shown at bottom. Solenoid cost us $4.85 from radio supply store.

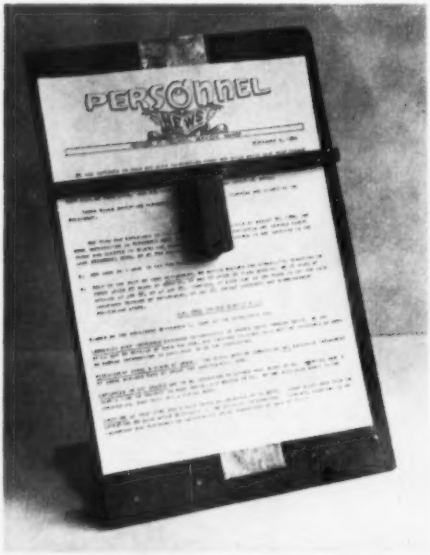


Our aluminum tape dispenser slides around the roll as tape is withdrawn. Tape with dispenser attached is as easily handled and stored as is a roll of tape itself.

(In addition to those shown, Mr. Waggoner submitted several other ideas from his office to prove his claim that they are "prolific producers of ideas."—Ed.)

the huge dams, power houses and irrigation works which are their function. When employees here need an office device which is not available on the market, they just go ahead and make it. The accompanying photographs show some of our office equipment timesavers.

These are good usable money-saving ideas. An alert office equipment salesman waving his geiger counter over their operations would get immediate reaction. In one instance, an office equipment salesman did carry one of our ideas back to his factory and that



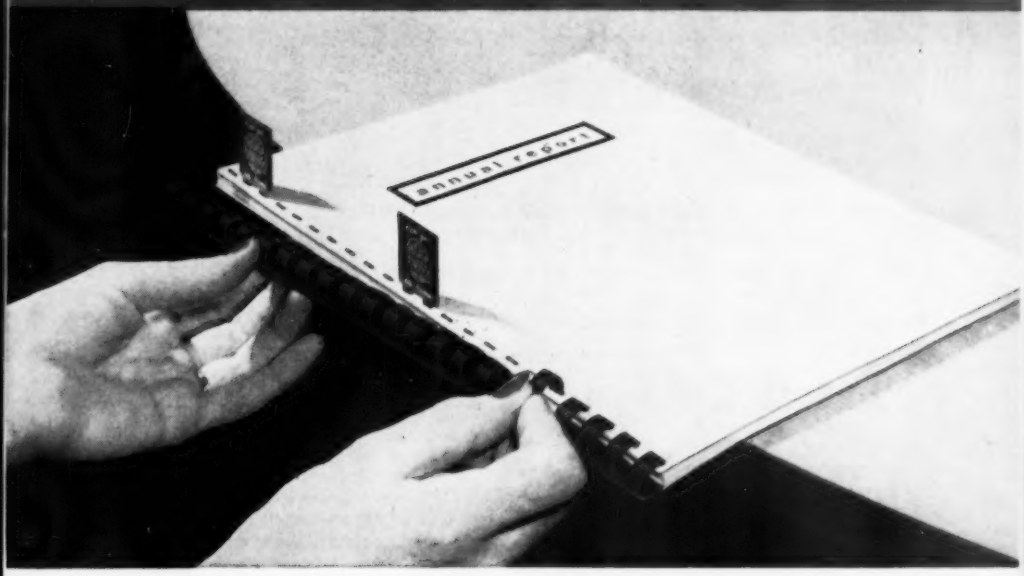
An alert office equipment salesman saw our magnetic copyholder and took the idea back to his company which now produces them commercially under the tradename, Ma-co Liner. Our employee received a royalty contract for his idea.

factory is producing and selling the item on a royalty contract with the employee responsible for the design.

Every salesman is the front line representative of his company. Its very existence depends upon his efforts. He is naturally a most alert fellow and he could be of still greater value if he were given greater encouragement by his

no equipment needed

To add beauty to your booklets



with economical "do-it-yourself"

PLASTICO BINDINGS

PLASTICO BINDING LICENSEES can help you make any booklet more attractive and unique. Do it in your own office . . . without any extra equipment! Simply get precision-punched blank body pages and covers from your Plastico licensee. He has the specialized experience and equipment to produce to your specifications—whatever the size. You'll discover it's a "snap" to compile your own booklets!

Only Genuine PLASTICO BINDERS have "Arch Design" for greater strength, smarter appearance.

Convenient . . . Money-saving . . . for small or large quantities of:

- **Catalogs**
- **Presentations**
- **Brochures**
- **Price Lists**
- **Order Books**
- **Sample Books**
- **Financial Reports**

and many more uses!

WRITE today for full information, plus name and address of Plastico Licensee nearest you.

Ask for PLASTICO BINDERS By Name

PLASTIC BINDING CORPORATION

Originators of Plastic Binding in America

732 Sherman St. • Chicago 5, Ill.

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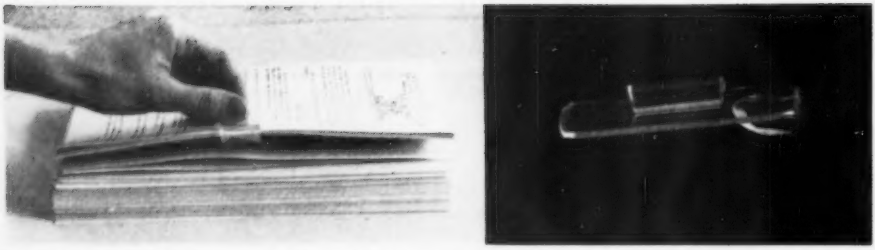


This little plastic hook saves the time of hand counting hundreds of sheets of duplicated releases. A hookful is counted once and the number picked up is used as the multiple.

home office to scout for new ideas on his business calls. Such an effort could be worthy of a full-fledged program with some research effort given to effective ways and means of digging up new ideas from his customers.

Trust Company Designs a Desk

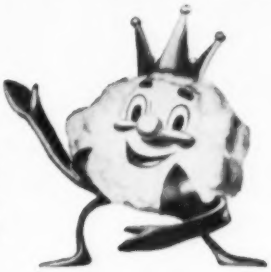
KENNETH W. MOORE
Vice President, Chicago Title & Trust Co.

GIRLS who write title insurance policies at Chicago Title & Trust Co. need desks with a large top area. The files they use to write the policies contain a number of documents which the typists spread on the top of their desks as they copy information prepared by attorneys and others. Despite the need for a large desk-top area, it is also important that floorspace be conserved as the space occupied by the typing department is very expensive.

For two or three years we searched for a desk that would fulfill these re-

Typing department at Chicago Title & Trust Co. The desks were made to this company's own design.

"Make your records and keep your records easily"



SAYS
KING
COTTON

Having the right paper can materially increase accuracy and save hours of clerical costs. The 24-page *free booklet* illustrated above may help you these ways:

1. Decide how long your records and documents should be kept. 2. Find out what grade or quality of paper is required for the use you give it. 3. Buy record-keeping paper and card stock most economically. 4. Use "color control" to increase accuracy in keeping your records.

Sending for this free booklet *now* may save you hundreds of hours of clerical time. No cost or obligation.

PARSONS MECHANO FORM

Ledger and Index-Bristol—
Made with New Cotton Fibers

In economical Mechano Form you can get paper or card as tough or stiff as you need it, and practically any shape or size without waste. It's made to match the needs of both machine and hand bookkeeping. Mechano Form will not "dog-ear" at corners, discolor or roughen from erasure, and ink will not "run" on its fibers. Ask your printer or paper merchant.

PARSONS PAPER
COMPANY

More than 100 Years at Holyoke, Massachusetts

© PPC 1955

PARSONS PAPER COMPANY, DEPT. 41, HOLYOKE, MASS.

Please mail me, without cost or obligation, your booklet, "How to Get What You Need in Record Keeping Papers and Index Cards."

Name .....
(Please Print)

Organization or Company .....

Street .....

City or Town ..... State .....

13th Annual

SEMINAR and BUSINESS SHOW

February 28 — March 1 - 3 **Conrad Hilton Hotel, Chicago**

Alerting Today's Office Manager

Automation • Techniques • Organization
Management

At the Conrad Hilton Hotel, Chicago, a timely, informative seminar for every office manager, plus a spectacular display of the newest equipment and methods.

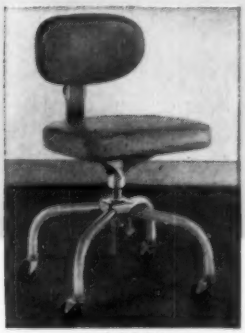
Sponsored By The

OFFICE MANAGEMENT ASSOCIATION OF CHICAGO

105 W. Madison St., Chicago, Illinois
In conjunction with Northwestern University

The policy-writing desk designed by Chicago Title & Trust Co.

quirements. Standard drop-center desks occupied too much floor area, gave too much space to the typing well, and did not have enough top area on which paper could be spread. Flat-bed desks made reference to the papers too difficult, and reading from too great a distance would tend to increase reading



Model E-12

Economy + Value = Cramer ECONOMY Series POSTURE CHAIRS

The fine workmanship and precision manufacture synonymous with all Cramer products are found in the Economy Series Chairs.

Not built to price . . . but engineered to fulfill all basic requirements at low cost. Value-packed throughout.

- Tubular Steel Base
- Bonded Foam Latex Cushioning
- Removable Upholstery Covers
- Finger-Tip Adjustments for Seat Height, Seat Depth and Back Height
- Non-Revolving Precision Steel Spindle
- Semi-Rigid Upright
- Quality Upholstery Material

Send for price list and illustrated brochure showing Cramer Economy Series Posture Chairs.

Model E-22

Over a Million Cramer Chairs in Use

Cramer POSTURE CHAIR CO., Inc.

1205 Charlotte Kansas City 6, Mo.

How about upping prod

with this new kind

World's largest manufacturer of typewriters...

Royal Typewriter Company, *Division of Royal McBee Corporation*

uction as much as 14%

of electric typewriter

The new Royal Electric and its effect on typing production can mean these things in your office

. . . a big saving in money per typist . . . freeing one typist out of eight for other useful work by increasing typing production 14%.

Even if you increase production only 6%, figures show that you are justifying the additional expenditure.

In fact, if the typewriters in your office are in use more than 2¼ hours per day, studies show that you need new Royal Electrics.

Here are three services we'd like to perform for you:

1. Time your production to see if we can save you money.
2. Show you the extraordinary new Royal Electric.
3. Sell you new Royal Electrics, if the figures justify the expenditure.

Call the Royal Representative for a free trial and time study.

ROYAL® *electric · portable · standard*

Fast Movers or Shelf Warmers?

Count BOTH

(and 1,001 Other Items)

WITH

VARY-TALLY

Multiple-Unit Reset Counter

How Can the Vary-Tally count for you? Write for news sheet and prices.

Vary-Tallies help you separate the sheep from the goats, the big ones from the little ones, the red ones from the green ones—in manufacturing, sales, accounting, researching and what not!

Vary-Tallies will do *any* counting job you want in any combination up to 6 banks high, 12 units wide (also a new single-unit model). Yes, you can count on 'em or with 'em *to your profit*—note these features of construction:

- **Easily Readable from Any Angle . . . Bold figures Always Centered in Window . . . No Glare . . . Figures not Covered by Fingers in Operation**
- **Easily Portable, yet Ruggedly Built for Long Wear**
- **All Parts Corrosion-Resistant; Working parts of Hardened Steel**
- **Separate Counting Units Can be Rotated like Tires on a Car, to Distribute Wear Evenly**
- **Not Affected by Extreme Heat or Cold**
- **Individual Tag Above Each Counter-Window — Not Strip Tabs**
- **Veeder-Root Quality in Every Part**

"The Name that Counts"

VEEDER-ROOT INC.

HARTFORD 2, CONNECTICUT

Chicago 6, Ill. • New York 19, N. Y. • Greenville, S. C. • Montreal 2, Canada • Dundee, Scotland • Offices and Agents in Principal Cities

Another view of the typing desks at Chicago Title & Trust Co.

errors. Tests had shown that copyholders could not be of practical value and that the papers had to be read from the desk tops.

After a couple of years of searching for a desk to fit our needs and talking to dealers and manufacturers, we finally came to the conclusion that we would have to solve the problem ourselves. We asked a desk manufacturer to send us the base from a clerical desk for experimental use. This reduced the height of the desk so that it was proper for typing. We then had our carpenter build a wooden superstructure that would serve as a desk top and, at the same time, carry out our ideas on what we needed in a functional desk. The typewriter well was held to a 16″ opening, thereby leaving adequate desk surface for the handling of papers. Inasmuch as we were going to build up the top anyway, we made it a honeycomb section with eight pigeonholes, each 9″ x 1½″ x 14″. This provided enough space to accommodate carbon paper, blank paper, and the six policy forms most used by the typists.

We were using a single pedestal to allow ample leg room, so we had only two drawers left with which to work. The top drawer on the right we used for legal files and the balance of the forms required by each girl. The bottom drawer on the right was designed to hold the employee's purse and other personal belongings.

I should add here that all during this program of designing an efficient desk, we were conferring with our work simplification supervisor to make certain that the desk would be correct from the standpoint of work simplification.

After our model desk was assembled, we selected a 5′ 6″ girl whose height we felt was a good average, to work at the desk and tell us whether or not the desk's dimensions were satisfactory. We believed that if this girl was comfortable at the desk, the 3″ adjustment possible in the feet would satisfy any of the girls in our typing department. When we had a good report from the girl who was testing, we called in several girls from the typing department to use the desk for a short period and give us their opinions. We felt that if the girls in the typing department had a voice in

Prints 5 Colors at one time!

Makes 60 Copies a Minute

TURNS OUT
- *PRICE LISTS*
- *MAILING PIECES*
- *POSTCARDS*
- *BULLETINS*
- *MEMOS.*

Speedliner Duplicator
$74.50 plus Fed. Tax. Complete with supplies.

Yes, the NEW Speedliner gives you the help you need when you want to produce lots of copies, quick! No mussy stencils! Takes any size—postcard to 8½" x 14". Like having dozens of typists around. A compact machine that makes copies—in one, two, or up to five colors—at one time for less than 1/3 cent per copy. No muss or fuss! Anyone can run it!

Send for FREE BOOK—Tells what low cost spirit duplicating is, how it works and lists ways to use it to help any business, profession or service.

TRY MACHINE 10 DAYS FREE TRIAL

If not completely satisfied return. If satisfied send check or write for payment plan.

See your dealer or write direct

SPEEDLINER CO.
4404 Ravenswood Ave.,
Chicago 40, Ill.

☐ PLEASE RUSH ME FREE BOOK ON LOW COST DUPLICATING.

☐ Please send me one Speedliner Duplicator to try 10 days no cost. If I'm not satisfied I'll return it. If I wish to keep it I'll send my check or write for payment plan.

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the selection of the desk, acceptance could not be anything but enthusiastic.

After about three months of experimenting with our model, we called in manufacturers' representatives and asked them to submit prices and specifications on desks using their own standard base and our top structure. The desks were purchased. Our girls are very happy with them, and the desks are doing the job in just the way we anticipated. We feel we are getting more efficiency from a 55" desk than we could have from the regular 60" standard drop center desk.

What is office management thinking about in 1955?

(Continued from page 20)

had far more judgment than others who had a Ph.D. We need some way of preventing the loss of future executives simply because they do not make good clerks. This problem is further complicated by the fact that good clerks are often made executives and turn out to be very poor ones.

In connection with the mechanical side of the situation, it is obvious that wonderful machines have been developed. However, in analyzing some very elaborate and wonderful machine set-ups, we quite overlook the increase in so-called "makeready time". I have seen machines installed in offices when about all that was accomplished was to make the reports look prettier. An analysis would reveal that, in many cases, all the information really needed was developed in getting things ready for the machine to operate.

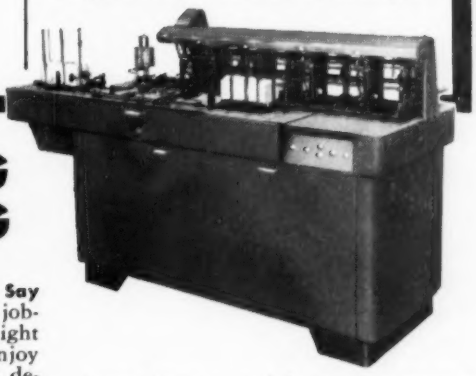
We made a change right in this office which reflects some of this. We were using punched cards to prepare a report and were dissatisfied because we could not get a report back on time. Spotting an old bookkeeping machine which had not been used for some years, we put this particular report on that machine and now have all the information we need in usable form in less time than

This Machine Slashes Costs 80%

STUFFS ENVELOPES — PERFORMS FIVE OTHER OPERATIONS

- *Gathers 1 to 8 enclosures*
- *Stuffs envelopes*
- *Seals envelopes*
- *Meters postage or prints indicia*
- *Counts* • *Stacks*

Owners Rate Speed, Ease and Control Even More Important than Savings



INSERTING & MAILING MACHINE

More Important Than Economy Say Owners: The fact that we reach jobbers and retailers almost overnight contributes to sales . . . We enjoy complete control — no longer depend on hand workers . . . No more confusion, no more overtime — large mailings go through smooth as silk.

Learn More . . . Ask us to prepare a time-cost study showing your savings. Also, write for *Wider Horizons with Mechanized Mailing.*

INSERTING AND MAILING MACHINE CO.
PHILLIPSBURG, NEW JERSEY

• COUPON •

INSERTING AND MAILING MACHINE CO., Dept. O-2-55
PHILLIPSBURG, NEW JERSEY

☐ We would like an *Analysis & Proposal* relating to our mass mailing.

☐ Send booklet *"Wider Horizons with Mechanized Mailing"*.

Individual .....

Firm .....

Address .....

City ..... **Zone** ..... **State** .....

GATHERS ENCLOSURES | INSERTS INTO ENVELOPE | SEALS ENVELOPE | PRINTS POSTAGE INDICIA | COUNTS & STACKS

NEW... *Ventilated!*

COMFORT
Never before offered in Swivel Chairs.

QUALITY
Equal to the most expensive chairs.

LOW MAINTENANCE
Fully guaranteed for trouble-free use.

LOW COST
Least expensive of any high quality swivel chair.

It must be ventilated for lasting comfort.

Compare with any other chair, — regardless of price —

Look for new posture chairs at:

OMAC Show, Feb. 28, Booth H&G, Conrad Hilton Hotel, Chicago

Ask your dealer for free trial or write us for further details.

PRECISION MFG. CO.
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it used to take us to get the cards punched and balanced.

You have doubtless often heard of situations where the installation of labor saving machinery in the office has resulted in the need for additional personnel. I heard a fellow joking about such a thing. He said he had installed punch card equipment in his office at the suggestion of the big boss and was luckier than most. He had to hire only four additional people. Needless to say, the so-called electronic computers, which are wonderful for scientists and mathematicians, are going to have to solve some of these "makeready" problems before they are worth anything to the ordinary office.—J. B. ROZIER, Assistant Treasurer, Associated Mutuals, Atlanta.

Schools Lack Enough Machines

The area of office management in which progress is most needed is in the educational field where school students are trying to determine their life's work. It is true that this field is somewhat removed from the day-by-day work of the average office manager, however, the personnel or office manager of most com-

"Imagine living folks calling it a liquid duplicator."

Compare!

Paper Work Stacks Up in Your Favor
WHEN YOU USE A THOMAS COLLATOR!

When 1 girl does the work of 5, it's easy to see why it pays to assemble sheets into sets with a Thomas Collator! And what's more, she can gather sets of 2 to 32 pages in one quick operation . . . without error, without confusion.

A Thomas Collator also ends the chore of chasing around from department to department to round up help. And it beats those last-minute deadlines with time to spare! Wide selection of models that can accommodate every size sheet from 3" x 8" to 19" x 24" — whether it be price list, sales bulletin, house organ directive or any one of 101 different jobs.

If you're interested in saving time . . . building up efficiency by 500% . . . and getting *rush* jobs out without *rushing*, write us for free informative literature plus a helpful collating analysis sheet.

From Table Top to Tandem there's a model to suit your need.

Thomas Collators, Inc.

Specialists in Paper Gathering

155 Sales & Service Offices from Coast to Coast

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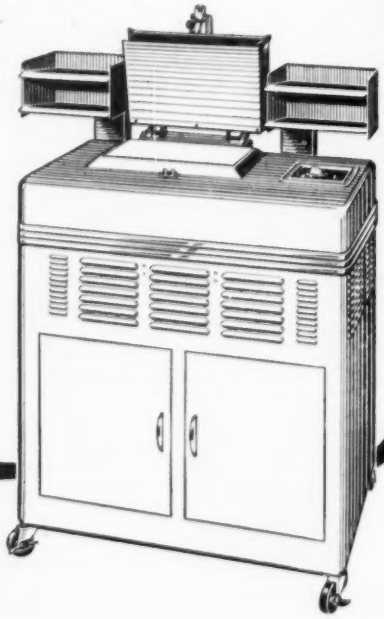
panies tends to be the link between the

This copying machine is 10 times faster than your fastest typist

Whatever copying is done in your business – letters, invoices, orders, newspaper or magazine clippings, charts . . . in fact, anything written, drawn, typed, or printed – the THERMO-FAX Copying Machine can do it 10 times faster than your fastest typist, without error and at a fraction of the cost!

The THERMO-FAX Copying Machine – made by the inventors of "Scotch" Brand Cellophane Tape – copies originals up to 8½ x 14 inches in size, whether on transparent, opaque, or two-sided paper. Copies are made without messy chemicals, special masters, or noxious fumes – it's a one-step process, completely dry from start to finish. So simple and easy, anyone in your office can turn out quality copies without lengthy instructions.

We'll be glad to send complete information without obligation. Just write: Duplicating Products Div., Minnesota Mining and Mfg. Co., Dept. O-13, St. Paul 6, Minnesota.



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COPYING MACHINE

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FILING OPERATION

PIECES PER HOUR
1944 1954

panies tends to be the link between the schools and commerce or industry. At present many schools are crowded and the equipment available, to properly train the students and enable them to acquire the proper prospective to determine their life's work, is woefully inadequate or antiquated. If industry and commerce through their office and personnel managers will take a more active part in cooperating with the schools to acquaint the students with the equipment and procedures now being used, the dividends will be beyond comprehension. This cooperation could take the form of promoting office and plant visitation by students and where possible making equipment available for student's instruction. With the rapid changes in business and industrial procedures and the new types of equipment being brought out each year it will be more and more difficult for the school systems to keep pace with these changes.

Office equipment manufacturers and suppliers also can be of great help in assisting in such a program. — WILLIAM E. STROUP, Assistant Secretary & Assistant Treasurer, Thatcher Glass Mfg. Co., Elmira, N. Y.

Some Filing Production Figures

THE production figures below for filing operations were obtained by surveys made by Record Controls, Inc., Chicago, in 1944 and 1954. The figures represent averages compiled from the estimates of several hundred offices in response to queries. The last four operations were included only in the 1954 survey.

The fact that some of the 1954 figures are less than those ten years ago should not be entirely attributed to current lower productivity of records workers. Record Controls, Inc., believes a large part of the difference is due to improved methods in statistical work and increased use of time and motion studies

WHAT A SWEETHEART!

My boss buys Maple Leaf

Steno Books

Better quality paper.
Surface ideal for pen or pencil.
Careful ruling.
Attractive cover printing.
White or Green tint paper.
Complete selections.
"Non-Slip" rubber edges.

When you order be specific, say: *MAPLE LEAF STENO BOOKS* for complete satisfaction. Order through your local Stationer.

YOU ALSO CAN TRY A SAMPLE!

Sample quickly sent when 25c is received with your letterhead. WRITE Dept. C, indicating Gregg, Pitman or intermediate ruling.

MAPLE LEAF Mfg. Co., Inc.
Empire State Bldg., N.Y. 1, N.Y.

FILING OPERATION	PIECES PER HOUR 1944	1954
Alphabetically filing cards previously sorted in exact sequence	297	320
Alphabetically sorting and filing cards	176	200
Reading, coding (marking), and rough sorting correspondence for filing by name	291	300
Rough sorting papers in flat sorter	759	750
Alphabetically filing previously sorted papers	287	250
Finding and pulling papers filed alphabetically by name	94	80
Numerically sorting papers in exact sequence	512	700
Numerically filing previously sorted papers	451	450
Filing papers in a geographic file	308	200
Classifying and filing subject matter	147	100
Typing and applying folder labels		30
Microfilming 8½" x 11" papers		550
Sorting papers in exact sequence for terminal digit numerical filing		280
Filing previously sorted papers in a terminal digit file		380

(Figures compiled by Record Controls, Inc.)

which make this year's figures more accurate.

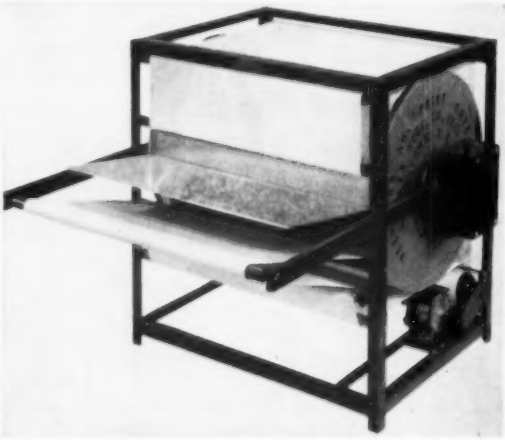
In using the above figures for comparison with ones own office, some allowance should be made for local conditions which might make ones own operations slower or faster. For example, the material handled might be handwritten, sorters might be inadequate or non-existent, lighting might be bad, file cabinets might be obsolete and the personnel might be inexperienced—any and all of which would adversely affect production, while production would be higher where any such factors were better in one office than in another.

Engineered For Peak Performance

SIMPLEX

Peerless SENIOR

The Big Brother of the popular Peerless Jr. Designed for greater capacity at minimum cost. Versatility proven in its use for drying photocopy, blueprint and photographic papers. Backed by 38 years of manufacturing experience in building the finest in photoprint dryers.



- Dry prints up to 18 x 24 inches on 20 inch width belt.
- **GREATER CAPACITY** — Average of 130 8½ x 11 prints per hour.
- **LOW COST OPERATION** — draws only 12 amperes. No special wiring required.
- **THERMOSTATIC HEAT CONTROL**—Maintains uniform temperatures for proper drying.
- Rugged Construction — assures long trouble-free operation.

SIMPLEX SPECIALTY CO. **116 West 14th St., N. Y. 11, N. Y.**

If your typists are

Color in Duplicating

Your wisest choice of them all...

PHOTOSTAT

Instant Copier

for use in every office . . . anywhere!

This small, inexpensive office machine is Photostat Corporation's answer to the great and increasing need for dependable, easily-operated, money-saving photographic office copying.

It will make three or more black-on-white copies up to 8½ x 14 in one minute ready for immediate use on plain paper from *one* photo-sensitive matrix.

It takes up less than two square feet of floor space on desk or table . . . can be used under normal lighting at any time by anyone in the office.

It will copy anything typed, printed, written or drawn and is fully guaranteed by Photostat Corporation.

Our trained sales-service representatives give instruction in its proper operation. They can be your friendly advisors on how to meet your copying problems with real savings in time and money.

Write us . . . your inquiry will receive our prompt and interested attention.

PHOTOSTAT is the trade-mark of PHOTOSTAT CORPORATION

PHOTOSTAT CORPORATION

299 STATE STREET, ROCHESTER 14, NEW YORK

Service offices in most principal cities and in Toronto, Canada

If your typists are LETTER-PERFECT don't read this!

It's always been easy to make mistakes in typing copy for offset jobs. Now, it's just as easy to correct them . . . with SNOPAKE, a brand new, fast drying opaque paint made by FOTOTYPE.

Your typist applies SNOPAKE quickly, right from its own applicator bottle. She lets it dry for an instant—then types right over it. The patch blends in with the rest of the page, entirely concealing the original error.

But don't take our word for it. Find out for yourself by sending just $1.00 for a special trial SNOPAKE kit, containing a bottle of SNOPAKE in handy applicator bottle and a bottle of SNOPAKE Solvent.

Mail the coupon today and we'll rush your trial kit by return mail.

See Snopake in use-Booth 21 OMAC Show

SPECIAL TRIAL OFFER

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Enclosed is $1.00 for the Snopake Trial Kit.

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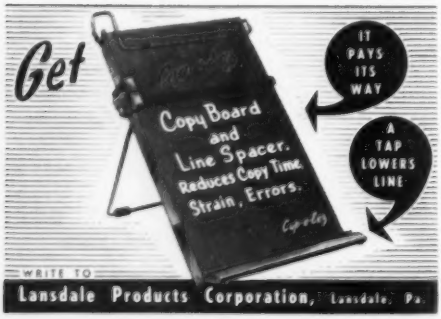
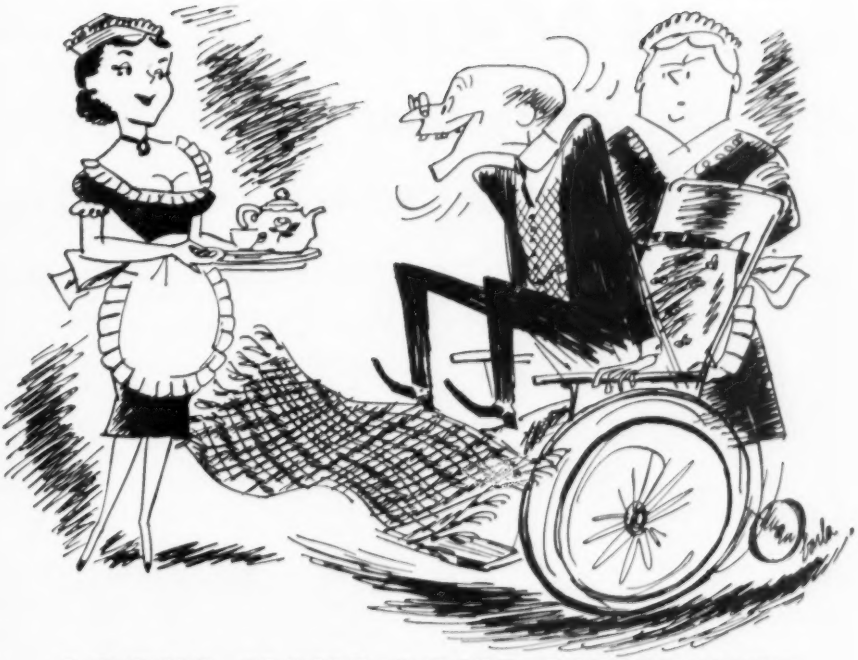


Color in Duplicating

USE of color in mimeographed time schedules and work charts can prevent missed deadlines, says A. P. Hyde, applications development manager of A. B. Dick Co. "These forms can be understood quickly, with less chance of error, when important bits of information are set off in color," he advised.

For example, the two or three most significant projects on the weekly or monthly "to do" schedule can be mimeographed in red. They will stand out from the other assignments which are duplicated in black. An alternative would be to use red mimeograph ink for past due assignments, black for current, and green or some other color for future.

Use of color is one of the easiest techniques of modern mimeographing. A variety of inks is available and A. B. Dick representatives will show machine operators how to use color in a few minutes. Radio station WBBM, Chicago, mimeographs an air time schedule for its sales, engineering and production staffs, and for distribution to advertising agencies and prospective clients. Locally sold time is in black, network commercial time in red, time for sales in green, and sustaining time not for sale (public service time) in blue. This increases readability, since it shows at a glance where new programs can be fitted in.



LOOKS MAKE SOME DIFFERENCE

When you want to attract attention — *and* interest — good looks count.

If your duplicating machine has been turning out dim, smeared or sloppy work, you may be having paper trouble — here's a suggestion.

There's an Eastern paper especially engineered for the type of machine you have. That means it has the best finish, the proper bulk, the exact amount of sizing necessary to produce clear, clean, sharp impressions *all the way through the run.*

Next time use *the special* paper Eastern makes for *your* machine. Any of the following papers will prove our point — result in good looks — and looks make *some* difference:

Atlantic Bond, Atlantic Duplicator, Atlantic Mimeo Bond, Atlantic Opaque, Manifest Bond, Manifest Mimeo Bond, Manifest Duplicator.

For sample sheets or packets ask your local Eastern paper merchant or write Eastern Corporation, Bangor, Maine.

use ATLANTIC BOND *Business* PAPER

EASTERN E

MADE BY EASTERN CORPORATION · BANGOR, MAINE

HOW XEROGRAPHY (ze-rog-ra-fee)

cuts duplicating costs $8,000 a year at *Taylor Instrument Companies*...

PLUS—SPEEDING PAPERWORK

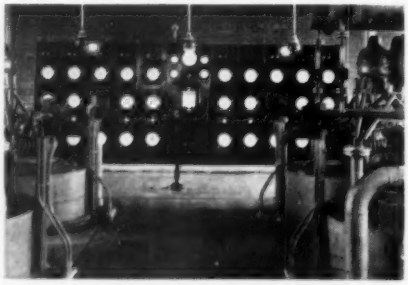
SAVES 7872 HOURS OF "WAITING-TIME" A YEAR!

Taylor Instrument Companies, the world's largest manufacturer of indicating, recording and controlling instruments for home and industry, uses xerography to cut paperwork duplicating costs.

In addition to tangible cost savings of more than $8,000 a year, Taylor speeds paperwork by eliminating six hours of typing and proofreading time a day. AND, since using xerography, 984 8-hour days of waiting time are saved yearly, compared with former methods.

Anything written, typed, drawn or printed can be reproduced with photographic accuracy in about three minutes by xerography onto an offset paper master for runoff of multiple copies on an offset duplicator.

• *Write* for proof of performance folders showing how Taylor Instrument Companies and companies of all kinds are cutting duplicating costs and speeding paperwork with xerography.



The Taylor controllers (center) automatically maintain pressure and temperatures in the reactors at this chemical processing plant. Today a large percentage of the company's output goes to industrial plants.

THE HALOID COMPANY

55-14X HALOID STREET, ROCHESTER 3, NEW YORK

BRANCH OFFICES IN PRINCIPAL U.S. CITIES AND TORONTO

PRODUCTS FOR XEROGRAPHY · THE HALOID CO. · ROCHESTER, N.Y. · XEROX

XEROGRAPHY

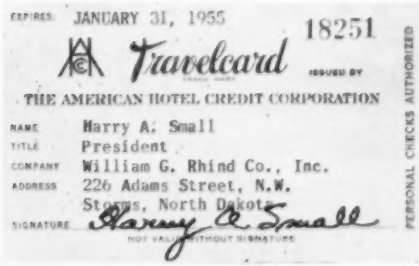
The fastest, cheapest, most versatile way to make masters for duplicating

A Universal Hotel Credit Card Plan

SINCE the introduction of a universal type hotel credit card plan a little more than a year ago by American Hotel Credit Corp., more than 50,000 business and pleasure travelers have subscribed to the plan, according to J. S. Walz, AHCC president. Designed to eliminate the multiplicity of credit cards issued by countless individual hotels across the country, by providing a single card to be accepted at all hotels, the plan has proved to be a most efficient and convenient form of credit identification.

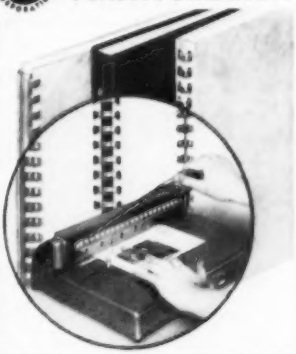
"The new system means that the battle of the wallet bulge is over," Mr. Walz explained. "No longer do travelers have to carry an oversupply of identification papers, vouchers and credit cards. Moreover, it adds an extra measure of safety for travelers by reducing the necessity of carrying large sums of cash."

Sponsored by the American Hotel Assn., whose 6,000 member hotels account for 75% of all hotel rooms, the credit plan offers three types of cards, Travelcard, Personal Travelcard and the Chekard, depending on the specific



The universal credit card, sponsored by the American Hotel Assn., is honored by hotels throughout the U. S. and in several other North American countries.

Now you can BIND with METAL LOOSE LEAF and PLASTIC BINDING...



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RICHLY ILLUSTRATED brochure shows how GBC Metal Loose Leaf and Plastic Binding use same punching machine and identical punching pattern. Get your copy today. No obligation.

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MULTI-COUNTER THE MODERN WAY TO TALLY

Items sold, inventories, payroll — count anything in any business—accurately and fast. Anyone can count correctly with inexpensive Multi-Counters which last for years. Write for literature and prices.

Made with any number of counters

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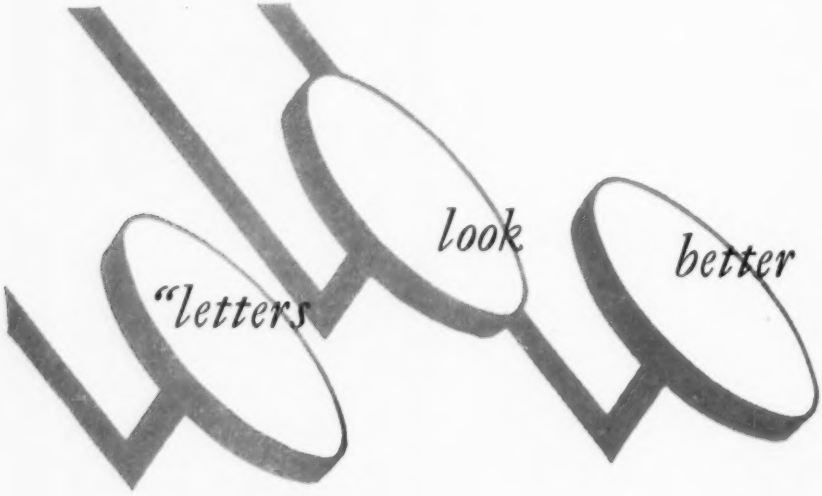
need of the user. Travelcards are issued to business firms at $5 each, for use by their executives and employees who travel, and assure the holder of unlimited credit for charging hotel bills, including food and other customary charges, plus check cashing privileges within the limit of individual hotel policy.

The Personal Travelcard is available to individuals with high credit ratings, such as professional men and other self-employed persons, and sells for $10.

Checkards are issued to individuals for weekly check cashing privileges and are scaled at $5, $7 and $9 for cashing up to $100, $200, and $300 worth of checks each week.

During the first year of operation, holders of the cards used more than $123,570,000 worth of credit in the form of charges for rooms, business functions, food, beverage, entertainment, tickets, check cashing and all other types of services included under individual hotel policy. "The hotel industry's new



on WESTON BOND"

New Weston Bond is high in quality, low in cost. Its new brighter, whiter color will make your correspondence more impressive, your sales letters more effective. Ask your printer to use it. Write for sample book. Address Dept. OF

WESTON PAPERS · PROTECT YOUR RECORDS ·

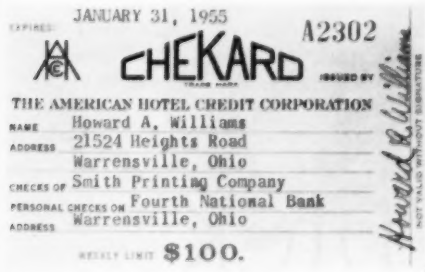
BYRON WESTON COMPANY, DALTON, MASSACHUSETTS

Makers of Papers for Business Records since 1863

plan has established an unprecedented record in the annal of credit," Mr. Walz said. "Out of the $123,570,000 worth of Travelcard and Chekard transactions, we have had to write-off only $1,152.87 worth of losses.

Albert Pick Jr., head of the hotel chain bearing his name and chairman of the board of the American Hotel Assn., predicted that the growing acceptance of the system would make it possible for hotels to discontinue their individual credit cards within a few years. First to take such a step was the Western Hills Hotel, Forth Worth, Texas, where guests can arrive at either the hostelry's private heliport or drive their cars up to the doors of their rooms. Eighty-eight other hotels, including such major chains as Affiliated National, Eppley, Dinkler, Hilton, Meyer, and Pick have sent out more than two million announcements to their own credit card holders, recent guests and purveyors about the new system.

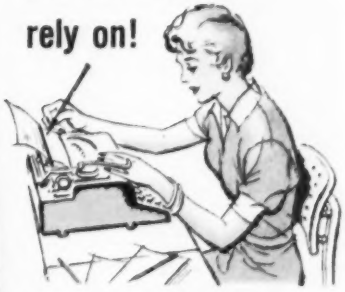
American Hotel Credit Corporation is located at 22 W. Putnam Ave., Greenwich, Conn. In addition to U. S. hostelries, Travelcard and Chekards are honored by hotels in Canada, Mexico, Alaska, Puerto Rico, Hawaii and Bermuda. As well as being listed in a quarterly pocket-size Hotel Guide, members of the American Hotel Assn. which honor these credentials are given a starred listing in the new 1955-'56 edition of Hotel Red Book, America's oldest travel directory.



This type of card provides the user with check cashing privileges.

SINGLEX
Eraser

Just one out of more than 3,000 EBERHARD FABER products people rely on!



Eberhard Faber's Singlex Typewriter Eraser looks like a pencil . . . sharpens like a pencil! Always has a sharp point for clean, single-letter erasures. In brilliant metallic green polish, with or without modern nylon brush. SINGLEX is only one of many reasons why more people buy Eberhard Faber erasers than any others made.

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Since 1849

EBERHARD FABER *puts its quality in writing*

NEW YORK · TORONTO

The new versatility of MODERN mimeographing, along with its speed and ease, has been a complete surprise for many people. As a result they are now producing more kinds of copies than ever before with this proved yet ever-developing process.

For more information about all features of MODERN mimeographing and the new electric A. B. Dick mimeograph, Model 437, simply write to A. B. Dick Company, 5700 Touhy Avenue, Chicago 31, Illinois. A. B. Dick mimeograph products are for use with all makes of suitable stencil duplicating products.

A·B·DICK

THE FIRST NAME IN DUPLICATING

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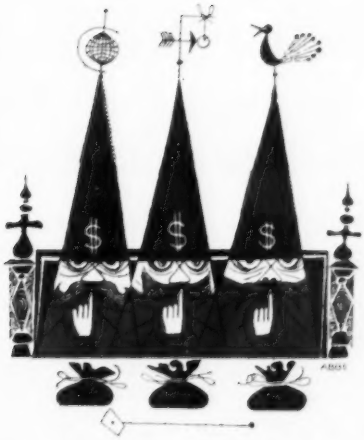

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No matter if in Africa or on Manhattan — you will recognize a Member of the BMM Club at once, because of his happy smile and brilliant intelligence. He certainly knows how to make money, and he is the pride of the Big Money-Makers' Club, thanks to his set of Facit Calculators. He can always give the right answer during a long-distance call, simply by using his silent and elegant Facit ESA-O. It's as small as the telephone and so simple to handle that his youngest office-boy could learn to be a calculating expert within fifteen minutes. It's all because of the world-famous Facit 10-key system, permitting you to calculate with one hand and make notes with the other. Ask for our illustrated brochure FB 24 and find out what Facit can do to make *your* office more efficient!

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WORLD'S MOST EXPORTED CALCULATOR

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New Products

ELECTRIC FILE

Craig Machine Inc., 90 Holten St., Danvers, Mass. announces the Craig Electric File, a high capacity, functional work unit for rapid filing, finding and working with a large volume of card records. Developed by systems and methods engineers, it is of vertical design, 5½ ft. high, and permits the most compact and

effective use of floorspace with no capacity lost in operation and work layouts. The file is 4 ft. wide and 2½ ft. deep; occupies but 10 sq. ft. of floorspace. Capacity for over 100,000 5" x 3" cards; varies for other card sizes. Trays are equipped with a standard Craig divider which opens and holds a large V for visibility and accessibility in any part of all trays. Operator sits comfortably in front of the file with fingertip convenience and push button controls of all card records. The adjustable work table is available in various sizes and a large work shelf extends across the front of the unit to provide additional space for work organization and storage. Visual fatigue is minimized as the unit is completely enclosed. In the event of power failure, all trays are easily available since the front panel is removable. Many other advantages reduce operating costs. Craig sells both direct and through systems dealers. Write for further information and fully illustrated literature.

FLUID DUPLICATOR

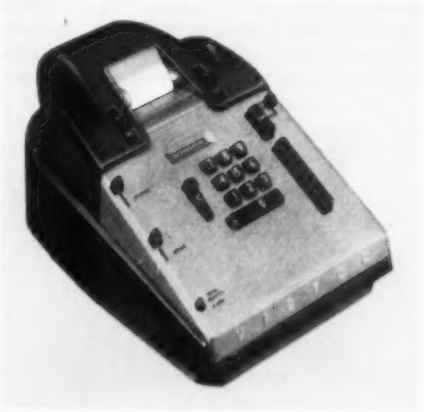
Standard Duplicating Machines Corp., Everett 49, Mass., makes the Standard Rocket, priced to sell at a low figure for a top quality spirit duplicator.

In Standard's comprehensive line of hand and electric duplicators in three basic sizes, 9" x 14", 12" x 14" and 14" x 18", the Rocket will be the 9" x 14" unit. For the time being it will be a hand operated machine. Through the use of latest engineering methods, a smooth, quiet running duplicator has resulted which can deliver with a minimum of effort 130 copies or more a minute in perfect registration. Due to the combinations of Standard's stripper

pin, which allows only one sheet to feed at a time, and an entirely new syncronized feed roller system, the Standard Rocket offers an effective method for feeding paper without waste. Another feature never before offered by Standard on the low price models is the micromatic adjustment, now regular equipment on the Rocket, for raising or lowering duplicated copy on the sheet. Through this ability to compensate for any inaccuracies in printed forms, further economy and versatility are achieved. The familiar fluid bottle, heretofore identified with the Standard SW Model which the Rocket replaces, gives way to a greater capacity fluid reservoir mounted between the sidewalls of the Rocket. This provides longer running time with fewer stops to renew the fluid supply. The Rocket will handle varying weights of paper and card stock and is well adapted for feeding post cards. It can duplicate to the very top of the leading edge of copy paper or post card stock. No margin is required. Handle operates in a clockwise direction. The Standard Rocket has been sturdily constructed to give many years of trouble-free service. Sidewalls are rugged steel. Plastic shrouds which cover moving parts, and give a streamlined look, resist wear and abrasion. Machine has a reset copy counter. Literature from above address.

FIGURING MACHINE

Victor Adding Machine Co., 3900 N. Rockwell St., Chicago 18, Ill., makes the Mult-O-Matic figuring machine which permits completely automatic multiplication on printed tape. Machine has a single, simplified keyboard designed for ease of operation. Operators can learn to do many complex figure problems very quickly, using the same easy-to-learn one-hand operation characteristic of Victor 10-key models. It permits operators, for example, to run problems and retain totals for further multiplication, eliminating the need for re-entry of figures and avoiding transpositional errors. Equipped with a simplified constant feature, machine also permits multiplication of the same figure repeatedly without re-entry each time. Another feature is the easy-to-ready-and-check sequence of figures. Just the multiplicand, multiplier and answer in that order appear on the tape which serves as a positive proof of accuracy. Machine is equipped with an operation lever that enables users to do a variety of combinations in addition, subtraction, multiplication, division and credit



balance. The Select-O-Matic feature which Victor introduced about a year ago will be standard equipment on all these machines. This permits taking automatic totals and sub-totals by merely depressing the add-bar or the dual total key. Streamlined appearance, compact light weight, large capacity (one penny less than a billion dollars) and fast operation (160 to 170 cycles per minute) are some of the features which have been engineered into this Victor product. Priced at $525.

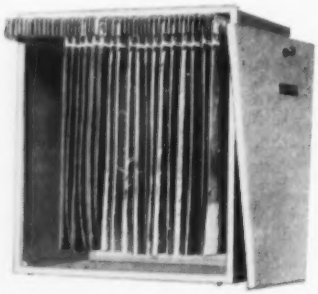
COMPOSITION PAPER

Ralph C. Coxhead Corp., 720 Frelinghuysen Ave., Newark 5, N. J., announces No. 202 Coxhead Composition Paper for Vari-Typer use. This fine quality sheet has its surface specially treated to accept carbon ribbon impressions. It is designed to reduce the background in order

to give the finest reproduction quality to the copy. The 1810 Vari-Typer Ribbon is recommended for use with this paper for very sharp, black copy which is desirable for offset reproduction. Free sample swatch and prices from above address.

STENCIL, PLATE FILE

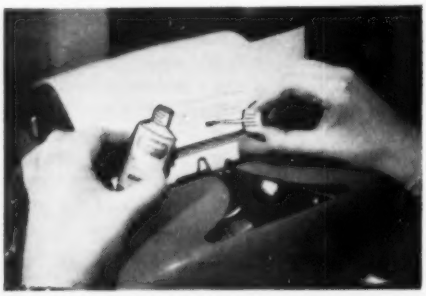
Metal Specialties, Inc., 2302 Bloyd Ave., Indianapolis 18, Ind., makes the Read-A-File for duplicating stencils and offset plates. The Read-A-File cabinet protects the plates and keeps stencils free of wrinkles. It allows full length inspection and quick access to any one



of up to 400 stencils or 200 offset plates in the file, by pulling out any individual hanger rod. These rods with their individual clips travel on ball bearings. Any one can be removed or replaced without disturbing others in the file. The all-steel cabinet, finished in gray hammer enamel is 14" deep, 19" wide and 21" high. It has unobstructed hanging space not only for stencils and plates but negatives, tracings, etc., up to 10" x 19". Illustrated literature from above address. Dealer inquiries invited.

OFFSET CORRECTION FLUID

Fototype, Inc., 1416 Roscoe, Chicago 13, Ill., announces Snopake, a fast drying opaque paint for correcting typewritten copy in offset work. Typist applies Snopake from its applicator bottle,



lets it dry an instant and then retypes right over it. The correction blends with the rest of the page, entirely concealing the error. A trial Snopake kit, containing a bottle of Snopake in handy applicator bottle and a bottle of Snopake Solvent, can be had for $1 from above address.

INK-WRITING PENCIL

Reliance Pencil Corp., Mount Vernon, N. Y., introduces the Quillette ball pencil that writes as smooth and comfort-

ably as a pencil. It has a full length ink cartridge inside a light wood stem. Pen starts writing instantly, writes smoothly for months, needs no refilling. Can't drip, smear or transfer. Permanent ink colors in blue, red and green, with attractive colored enamel stems. 19c with cap and clip; $2.28 the Office Pak of one dozen.

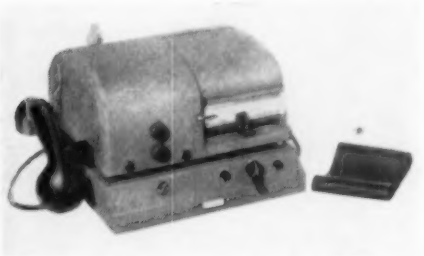
HOT & COLD WATER DISPENSER

Ebco Mfg. Co., 401 West Town St., Columbus 8, Ohio, makes the Oasis Hot 'N Cold office watercooler in both bottle and pressure types. Both types have conventional spout for cold drinking water and a spigot which serves hot water at the right temperature for making instant coffee, chocolate, tea or soup.

The units are standard size and take no more space than conventional coolers. Both pressure and bottle types have a hot water capacity of 5 qts. for approximately 25 cups, and their tanks have a recovery rate of 40-60 cups an hour. The Oasis Hot 'N Cold eliminates the need for small stoves in offices to make coffee. Literature from above address.

REMOTE DICTATION

Peirce Dictation Systems, 5900 Northwest Highway, Chicago 31, Ill., announces that any company with an inter-office dial telephone (PBX) can have the advantages of multi-station, remote control, Network Dictation through the use of Peirce Magnetic Belt Dictation Equipment and regular extension telephones. Network Dictation allows an unlimited number of dictators in any number of offices to dictate to a central recording unit through their regular telephones. Peirce Magnetic Belt Dictation Equipment has been accepted by the Telephone Company as compatible with the PBX dial system for dictation purposes. The dictator simply picks up his telephone and dials a pre-determined code. This sets up an arrangement of dial pulses connecting the dictator's extension telephone with Peirce Magnetic Belt Dictation Equipment. Start, Stop, Playback and End of Dictation signals



are all transmitted by dialing prearranged numbers. The Peirce Telephone Network Dictation system also allows the dictator to communicate directly to the dictation equipment attendant, through a telephone supplied by the Telephone Company, to give specific instructions concerning his dictation. Since most of the necessary wiring already exists in the regular telephone lines, installation requires only the hook-up of the Peirce equipment to the relay system supplied by the Telephone Company. Once connected, any extension telephone can be used for dictation, regardless of how far away it may be and

even in another building, as in a larger organization. More dictation can be handled faster and at lower cost. Using electro-magnetic principles, there is no stylus scratch but more faithful reproduction of the voice. Error-free operation allows the dictator to quickly and easily make corrections, in their proper context, without correction slips. The Peirce Magnetic Belt is completely indestructible and reusable without limit. Completely interchangeable, the belt can be filed or mailed without damage to recorded dictation. Complete information from above address.

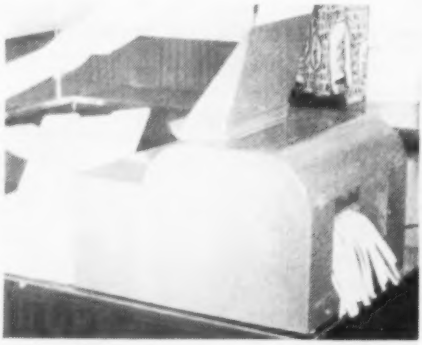
PAPER PUNCH

New England Paper Punch Co., Natick, Mass., makes a two-hole Clix Paper Punch which punches two holes at a single motion in paper sheets ranging from 5" to 12" in size. A simple gauge adjusts instantly to any size paper up

to 12" by half-inch gradations. This punch, attractively finished with a red base plate and hammertone gray cover, weighs less than 10 ozs. The Clix line now includes one-hole, two-hole and three-hole punches, a double-duty paper punch for either two or three holes, and a seven-hole punch for seven-ring binders.

PAPER SHREDDER

Industrial Shredder & Cutter Co., 103 Mill St., Salem, Ohio, makes the Silver Executive Automatic Paper Shredder. Papers stacked in its hopper will feed automatically. Paper, card and tissue stock of different sizes may be mixed and all will be shred into illegible ¼" strips. The usual straight pins and staples are also shredded. Paper clips should be removed but will cause no damage. Feeding throat is 10" wide so only the largest forms need be folded.



The machine is well guarded so that anyone in the office can use it. It can be carried (135 lbs.) and plugged into any outlet (½-hp. motor). The Silver Executive Automatic is 18" wide, 20½" long and 12½" high; can be stored out of the way when not in use. Available on 10-day trial. Free literature from above address.

COLLATOR

Thomas Collators, Inc., Dept. B, 50 Church St., New York 7, N. Y., makes a fast-action, improved Table-Top Collator, that incorporates many refinements previously available only in larger floor models. Using the same tilted bins, patented Ejectomatic Feed and ball bearing mechanism of floor units, the Table-Top model assures smooth, dependable operation. Pages to be collated are stacked in bins. Rubber-tipped metal fingers push the top sheet of each stack into the operator's hand. The assembled set of papers is quickly jogged and placed in a gathering tray directly below the unit. The collating cycle is controlled by a hand lever which can be located on either right or left side

according to operator's preference. All papers are always before her for constant inspection, eliminating any possibility of blanks or misprints slipping through. This portable paper gathering machine, available in both 5-bin and 8-bin capacities, occupies only 16" x 27" of desk space. It enables one operator to do the same job that requires three to five people assembling papers by

hand. For the average office ,where work volume does not warrant investment in a heavier-duty floor type collator, the Table-Top model eliminates the need to draft costly personnel from other work to assemble bulletins, price lists and other duplicated material into sets. Time savings are estimated as high as 70%. Cost of the Table-Top model is less than an average typewriter. More information is available from above address.

AIR CLEANER

Raytheon Mfg. Co., Waltham 54, Mass., makes the Micronaire, an electrostatic precipitator on casters which can be wheeled into any room and plugged into any electrical outlet. Within a few minutes it rids the average-sized room of all traces of tobacco smoke and odor. Air is drawn into the machine through the bottom and is passed over a series of metal plates. Particles of dust, soot, pollen or smoke are electrically charged and are then strongly attracted to the plates which hold an opposite charge. There is no filter, or limit to the size of particles. Smoke particles, so small as to be measured in

microns, have no more chance of escaping through the machine than a tennis ball. The Micronaire cabinet is 30" high, 15" wide and 15" deep; weighs 60 lbs. No installation is required, other than plugging it in. Lists at $229.

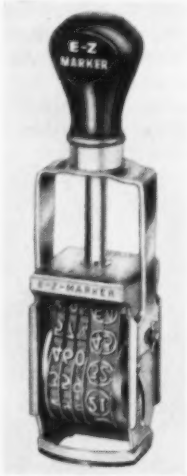
POSTING INTERPRETER

Remington Rand, Inc., 315 Fourth Ave., New York 10, N. Y., announces that automatic ledger posting on punched cards by high speed methods is possible with the Line-Finding Posting Interpreter. With punched card economy, speed and accuracy, business can secure detailed pictures of its activities including the current net balance of all transactions for inventory control, sales, installment accounting, etc. The Line-Finding Posting Interpreter is used in conjunction with the Remington Rand Collating Reproducer for all posting operations. By automatically finding the next open line on each punched card, the Interpreter eliminates many costly manual steps in accounting and statistical

operations. It is capable of printing 2700 entries per hour; reads and retains up to 45 columns of data from transaction detail cards; positions the following ledger card correctly by reading the line-finding control hole; prints new entries in any of 26 positions on either side of the card; and segregates newly posted ledger cards from transaction detail cards. In addition, it can be used for standard punched-card interpretation, handling 5400 cards per hour, printing alphabetic and numeric data on any one of 13 line positions—on the card from which data was read, or on one or more succeeding cards. Descriptive folder free from above address.

PRICE MARKER

R. A. Stewart & Co., 80 Duane St., New York 7, N. Y., makes a self-inking Price Marker in a handy, compact frame that offers the cent bands within a ½" circle. Markers have all of the latest improvements, such as non-slip corrugated backed bands, extra heavy case hardened bushings for easier float-



ing action of the band mechanism, extra heavy gauge steel frames and yokes to allow for heavy use. New type rubber

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NOISE is the most costly problem in offices!

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For greatly improved production and decreased errors use SOF'TONE.

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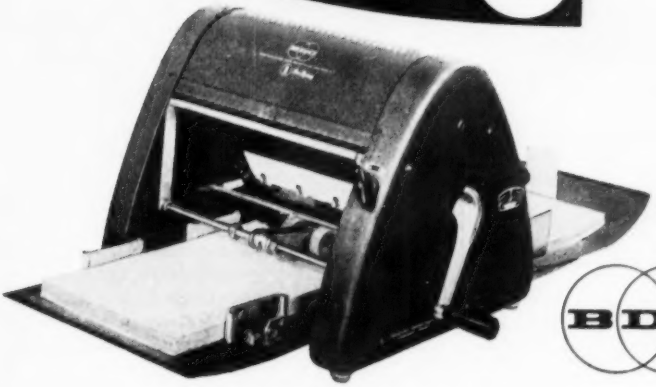
use the revolutionary mimeograph

The B D C mimeograph produces the kind of copies often referred to as printing press quality. Each character is clean and sharp. There are no ragged, feathery outlines that typify ordinary mimeograph work. The secret is the unique B D C design that has revolutionized mimeograph standards. Similar to a printing press, the B D C uses the same kind of ink printers use – a heavy paste that cannot flow or spread or feather. Because this quality result is inherent in the machine and ink, any office worker gets printing press quality routinely – yet always stays clean because the B D C can't leak. *Write for complete information. Bohn Duplicator Corporation, 444 Fourth Avenue, New York 16, New York.*

$179.50 + FET



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Here is the Bogen 2-way inter-com that requires no wiring or installation. Just plug the stations into any electrical outlet, and your system is ready to save you countless hours of walking and waiting! Complete: $95.00. Write today for literature.

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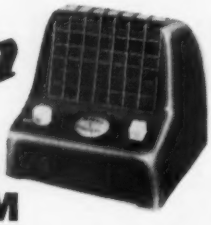

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skid plate cushions cannot come loose as they are molded to the frames at six points. Machines will give any single or multiple price combination ever desired and are made with 4 or 5 bands at the same price. Extra large ink pad will give many thousands of imprints with one inking. Large ¼" characters plus the ½" circle will aid checkers to spot price marks quicker for faster checkouts. For further particulars, write above address.

PAPER MICROFILM RECORDS

Hall & McChesney, Inc., Dr. 591, Syracuse, N. Y., makes Microstrip which converts roll microfilm records to cards suitable for filing. This eliminates the slow process of locating a reel and then finding the desired document on conventional readers. It allows putting

related documents, from different reels, on the same card to make reference to microfilmed records as easy as reference to any card record. Microstrip is a full length paper positive copy which is made from the microfilm reel. The reverse side of the Microstrip is treated with a plastic adhesive. When it is moistened with Solox and applied to a paper card, it forms a permanent,

Another reason why Hammermill Bond prints better, types better, looks better

ANY TIME you reorder white or one of the 12 Hammermill Bond colors, you get a match for the shade you first selected, maybe months ago.

A sample of each new Hammermill color is put into a scientific instrument, the spectrophotometer. A beam of light, broken into a spectrum, sorts out the separate hues in the new color. Then both wavelength and amount of each hue are recorded in black and white on a graph to provide a permanent record for checking future samples.

Rainbow in black and white helps Hammermill match colors exactly

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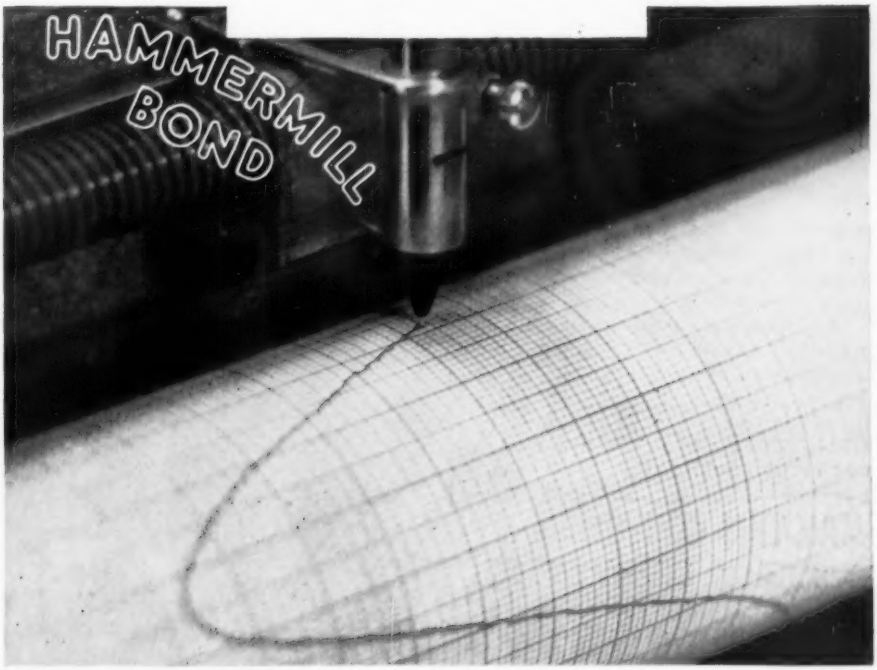
You can obtain business printing on Hammermill papers wherever you see the Guild shield on a printer's window. Hammermill Paper Company, East Lake Road, Erie 6, Pa.



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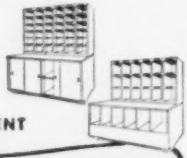

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flexible bond. Filing the Microstrip images on record cards is as easy as applying postage stamps, and 50 pages of records can be filed on a 3" x 5" card. Cards can be filed in any type of filing equipment and new Microstrip records added at any time. Several readers on the market enlarge Microstrip records to original size. Illustrated literature and actual samples of Microstrip are free from above address.

TAB CARD FILES

Underwood Corp., 1 Park Ave., New York 16, N. Y., announced two sliding drawer file cabinets designed for Underwood Samas 21 and 40 column punched cards exclusively. Featuring a new positive action compressor, the cabinets give proper protection no matter how

many cards are in the tray. An improved tray design with handles at both ends facilitates handling, and a ball bearing balanced suspension cradle-type drawer means card trays can be removed or viewed at a glance for quick reference in hand filing operations. The

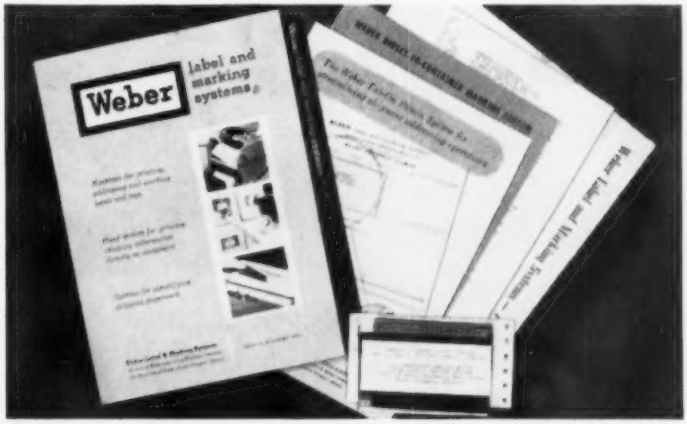
This "free" file-folder kit will show you . . .

How to simplify your shipping paperwork

Cost-conscious firms have discovered that the key to efficient shipping and packaging operation is a fast, low-cost system for addressing and marking containers. That's exactly what this File-Folder Kit is about.

Described and illustrated are systems that make shipment addressing and product identification marking faster, cheaper and more accurate. You'll see how addressing operations can be tied-in with the preparation of shipping paperwork, and how the entire chain of events leading to the addressing and marking of your shipments can be streamlined. And there are also product samples that you can try out!

Never before has so much factual information been offered on this important subject—and it's all yours without charge or obligation. Make sure you get your Weber Label and Marking Systems File-Folder Kit right away! Simply fill out the coupon below and mail—today!



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☐ Also, we would like to talk to your representative as soon as possible about improving our shipment addressing and marking operations, and simplifying our paperwork.

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WOOD OFFICE FURNITURE

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the **WORDEN** *company*
HOLLAND MICHIGAN

cabinets, of specially braced welded steel construction, are finished in a new shade for tabulating steel furniture, Samas steel gray, with bright metal trim. Both models offer savings in floorspace. The C235 holds more than 11,700 21-column cards per cubic foot and over 29,300 21-column cards per square foot. Model C439 holds more than 8,600 40-column cards per cubic foot and more than 37,700 40-column cards per square foot. Advanced design label holders are just the right size to use a section of a 21 or 40 column to identify the tray. One model comes with a high quality gray linoleum top and both cabinets can be used as attractive desk-side files.

STENO BOOKS

Maple Leaf Mfg. Co., Dept. C, Empire State Building, New York 1, N. Y., makes Maple Leaf Steno Books with a better quality paper which is ideal for pen or pencil. Paper can be had in white or green tinted. Sheets are carefully ruled and the attractive covers

have non-slip rubber treated edges for the user's convenience in standing the book up for transcription. Maple Leaf Steno Books are made in a complete line with Gregg, Pitman or intermediate ruling. A sample in choice of ruling can be had for 25c from above address.

"*National* Accounting Machines save us $96,000 a year . . . return 89% annually on our investment!"

—STATE FARM INSURANCE COMPANIES,* *Bloomington, Illinois "First in Automobile Insurance"*

"A constant search for efficient accounting procedures is an important part of our business.

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In *your* business, too, National machines will pay for themselves with the money they save, then continue savings as annual profit. Your nearby National man will gladly show *how much* you can save—and why your operators will be happier.

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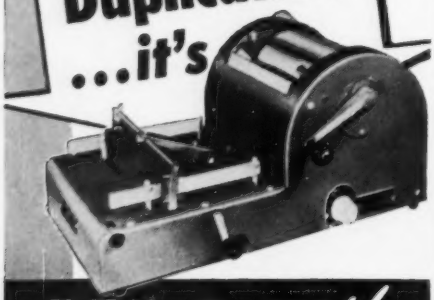

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Please send me illustrated folders and complete information on REX-O-graph Fluid Duplicators and the name of my REX-O-graph Dealer.

NAME .....

ADDRESS .....

CITY & STATE .....

CYCLE BILLING DESK

Diebold, Inc., 910 Mulberry Road, S. E., Canton 2, Ohio, makes a Cycle-Billing Desk which increases the number of accounts under each unit operator's control by more than 25%. The desk has two tiers of five trays each. Each of the long trays in the lower tier are used as single trays in the

desk, but are split so they can be removed as individual or separate trays. Thus, the new desk is equipped with 15 short trays, including the five short trays in the top tier. The Diebold 5-Wide Split-Tray Desk was designed to utilize the multiple short trays. Based on the nationwide experience gained while making improvement studies for cycle billing operations and their cost reduction, short trays make sub-cycle controls (by trays) natural and effective. They make division of work on peakload days practical. They limit the number of accounts removed from desk for posting and reduce out-of-file time. They speed posting proof with sub-controls. By smoothing flow of work, this split-tray desk enables unit operators to handle with ease the increased account capacity it provides. Short trays

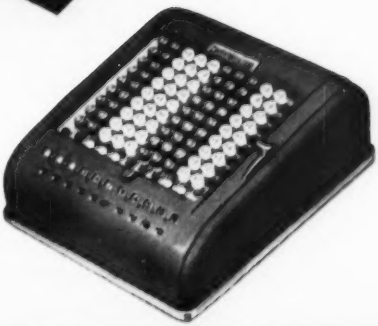
Famous
the world over
for instant answers—
automatically accurate!

COMPTOMETER®

Adding-Calculating
Machines

More and more, businesses everywhere are counting on Comptometer Adding-Calculating Machines . . . to speed figure work . . . to cut profit-wasting time and costs.

Direct action gives instant answers. Three-way control prevents errors--signals the operator by sight, sound, touch. Floating touch speeds work, dual-action gives you two machines in one. Call your Comptometer representative, or fill out and return the coupon below.



FELT & TARRANT MANUFACTURING COMPANY

1715 N. Paulina St., Chicago 22, Illinois

Please send me, without obligation or cost, complete information about the world-famous COMPTOMETER ADDING-CALCULATING MACHINES.

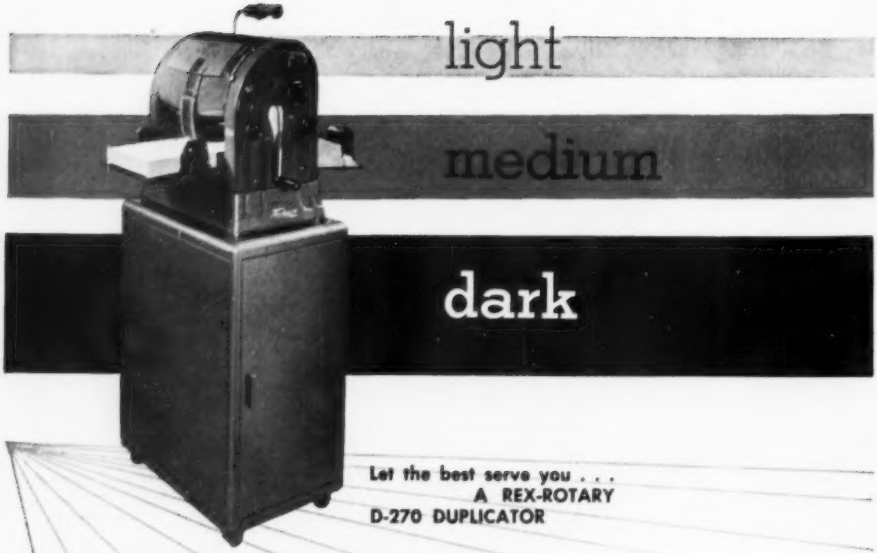
Name _____

Company _____

Address _____

City _____ *Zone* _____ *State* _____

COMPTOMETER ADDING-CALCULATING MACHINES are made only by Felt & Tarrant Manufacturing Co., 1715 N. Paulina St., Chicago 22, Ill. Offices in principal U.S. cities and throughout the world.



Let the best serve you . . .
A REX-ROTARY
D-270 DUPLICATOR

You Dial Your Own Inking with the revolutionary

"THinking Robot"

the only stencil duplicator with *Selecto-Matic* Ink Control.

Everything is controlled automatically by the "Thinking Robot" . . . you'll marvel how the REX-ROTARY magic dial regulates the exact amount of ink for Light, Medium or Dark copy without supervision . . . how a bell signals when it's time to insert a new sealed ink cartridge—no physical contact with ink . . . how it counts and stops automatically when the job is completed.

See for yourself the greater accuracy in registration . . . how quickly colors can be changed by simply wiping off cylinders.

This is made possible by the new REX-ROTARY principle of twin cylinders with silk-screen stencil-carrier, which eliminates changing of drums and messy ink-pads.

• ***REX-ROTARY NEEDS NO SUPERVISION***

REX-ROTARY DISTRIBUTING CORP.
19 West 31st Street New York 1, N. Y.

keep the weight of loaded trays within legal limits. This is important because more states are initiating legislation which limits the load-lifting maximum for female employees. Diebold offers many options and accessories to meet individual cycle billing situations. For example, the new cycle desk can be equipped with either of their trays: V-Line or air-frame-designed aluminum Flex-Blok. Descriptive literature from above address.

SWIVEL CHAIR

Maso Steel Products, 53 W. Jackson Blvd., Chicago 4, Ill., makes the No. 3000 All Steel Swivel Chair, described as a more comfortable office arm chair with better appearance, greater endurance. A special feature is the saddle shape seat which is contour vented to provide restful relaxation, yet promote

correct posture. Perforated Elastic Naugahyde upholstery permits cooler seating. A choice of other upholstery is also available. Six different basic metal finishes from which to select. The back has bumper pads to prevent damage to chair or walls. The All Steel Swivel Arm Chair is an economical saddle shape chair. Full information from above address.

"Full day's work done in 10 minutes with Verifax Copier"

Mr. Digby Chandler, President, Annin and Co., New York, N. Y.

It used to take a typist an hour and three-quarters to retype a government bid. Another half-hour was lost proofreading with a second girl. Four bids a day was tops for the fastest typist. Now, with a Kodak Verifax Copier, this amount of work is done—*impossible as it sounds*—in 10 minutes. In less than three weeks the savings—on this one use alone—exceeded the $240 cost.

3 copies made in 1 minute—less than 4¢ each

Anyone can operate a Verifax Copier . . . even under fluorescent lighting. No fuss. Just one simple unit . . . and it's only $240. Often pays for itself in one month or less.

Illustrated folder gives details on the Verifax copying method.

---MAIL COUPON TODAY-----

Eastman Kodak Company
Industrial Photographic Div.
Rochester 4, N.Y.

Send free copy of Verifax folder and names of near-by Verifax dealers. 213

Name _____

Company _____

Street _____

City _____ State _____

Price quoted is subject to change without notice.

Kodak

NOW!

Quickly, Easily, Effectively Destroy confidential papers, records in your own office!

NEW SHREDMASTER

Bantam 10

portable shredding machine designed especially for office use! Quiet, compact, streamlined!

Never before an office shredding machine combining the speed and economy of the new SHREDMASTER BANTAM 10. Anyone can operate it. No fuss, no trouble! Greater cutting width, speed, capacity, and power than ever before! Safety throat! Smart functional design, about size and weight of business typewriter.

Priced well within the budget of all businesses - large or small.

FREE: Colorful, illustrated, descriptive folder, includes 10 DAY FREE TRIAL details. Write "SHREDMASTER BANTAM 10" on your letterhead or postcard, and mail today to:

UNREADABLE SHREDS COME OUT HERE

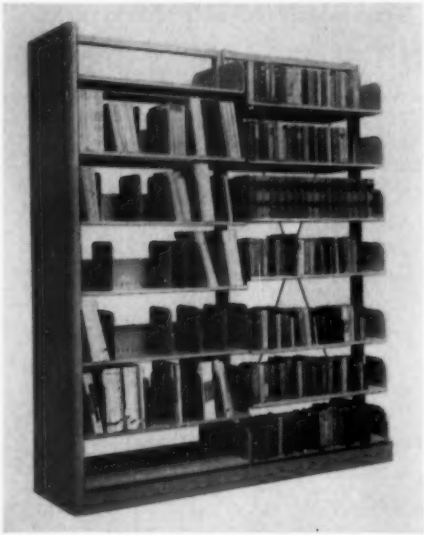
The SHREDMASTER Corporation

A Division of Self Winding Clock Company, Inc.

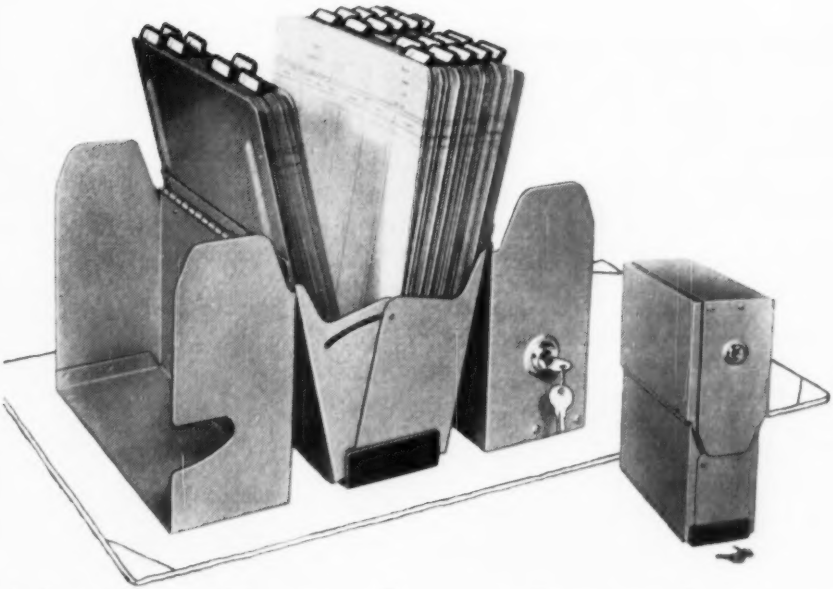
203 Willoughby Avenue
Brooklyn 5, N. Y.

SHELF FILES

W. R. Ames Co., 150 Hooper St., San Francisco 7, Calif., makes divided shelves for vertical filing. Designed for use in standard 3-ft. bracket-type steel shelving, Ames shelves are ideal for the storage of any type of material which will not stand alone vertically on standard shelving. Used in place of drawer-type filing cabinets, divided shelves increase the storage capacity of a given floor area at a substantially reduced cost per filing inch. A filing capacity increase of



90% at a 75% lower cost has been reported. Experience has also shown that vertical filing can be faster, more accurate and less tiring than conventional cabinet filing in offices. Ames divided shelves are readily interchangeable with practically all makes of bracket-type shelves. Available in 10" and 12" depths, the shelves are adjustable on the slotted uprights at 1" vertical intervals. Shelf dividers are also adjustable on 1" centers horizontally along the shelf. The vertical dividers hold material in an upright position and prevent folders from becoming too tightly packed. Dividers



You'll like its Handling Ease and Speed of Reference!

NATIONAL'S

New Portable Posting Tray

for Smaller Installations

FOR:

- ***GENERAL LEDGER***
- ***ACCOUNTS PAYABLE***
- ***MORTGAGE RECORDS***
- ***PERSONNEL RECORDS***
- ***PAYROLL EARNINGS RECORDS***

This NEW tray is designed to house a *smaller* number of accounts in the least possible space . . . or larger installations may be broken down into smaller units for faster reference and ease in handling.

Finish is Gray Hammertone with contrasting red base . . . modernistic design with aluminum construction. The top covers are hinged and drop down to act as a base when tray is in use. There's a "V" opening for easy posting, and a tumbler keylock. This reasonably priced tray will soon pay for itself in the time and space it saves! See your National stationer.

QUICK FACTS

Capacity 300 sheets — 32 sub ledger — 3" filing capacity

Four sheet sizes —

6 x 10 6¼ x 10 7 x 11 8½ x 11

NATIONAL

NATIONAL BLANK BOOK COMPANY

Holyoke, Massachusetts • Dealers Everywhere

How you can get

SHARPER COPIES

FASTER on your

DIRECT PRINT COPY MACHINE

THIS NEW MASTER SHEET DOES IT!

Patapar Translucent Parchment

Copies come off sharp—and fast—when your master sheet is Patapar Translucent Parchment. This special type of Patapar Vegetable Parchment has exceptionally clean, even texture with full translucency . . . permitting an intense vertical transmission of ultra violet light. The result is speedier operation and uniformly clear copies.

Patapar Translucent Parchment has a perfect surface for printing with regular or opaque inks, for typewritten copy, pen and pencil entries, artist's sketches and drawings.

Cost? Patapar Translucent Parchment doesn't cost —it pays!

For proof of outstanding performance, write on your business letterhead for brochure containing testing samples.

Name of nearest distributor on request.

PATERSON PARCHMENT PAPER COMPANY
Bristol, Pennsylvania
West Coast Plant:
340 Bryant St., San Francisco 7
Sales Offices: New York, Chicago
Headquarters For Vegetable Parchment Since 1885

on 10" shelving are 9" high; on 12" shelving, 6½" high. Illustrated literature from above address.

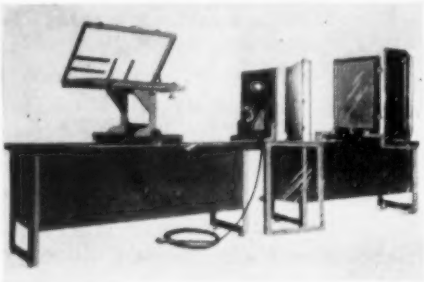
CLOTH NUMBERER

Bates Mfg. Co., Orange, N. J., makes the Bates Shade Marker for numbering cloth. It is used by garment manufacturers to number the different cloth parts of a garment so that the finished product contains pieces all the same

shade. The marking machine is lightweight but rugged and takes 38,000 poundings a day in some shops. Machine's movements are consecutive, duplicate and repeat. With Style G type it is $39.50; with Style W type, $43.50. More information from above address.

PROCESS CAMERA

Schaefer Industries, 712 Rebecca Ave., Wilkinsburg, Pa., makes the Model 100 Scotchman Graphic Arts Camera which costs only $695. Its film pressure



Counts 10 times as fast as you can!

(Optionally imprints or "rubber stamps" at speeds up to 1,000 a minute!)

The manual counting and imprinting of the many paper items necessary in today's offices and factories is an *expensive* operation, however hidden the cost!

Now, with the remarkable electrically operated Tickometer, this expense can be greatly reduced.

The Tickometer counts up to 1,000 pieces *per minute*—labels, slips, tags, tickets, cards, currency, coupons, checks, etc. Gives whole or partial counts. And it's so accurate, banks use it to count currency!

The Tickometer can be optionally equipped to date, code, cancel, "rubber stamp" — or otherwise imprint, as it counts. Manufacturers of food and drug products use it to code and date product labels, to prevent imitations, and to identify origins, inspectors, factory lots—quickly, unobtrusively, cheaply.

Rented, as well as sold, the Tickometer is serviced from 259 service points, coast-to-coast. Call or write the nearest Pitney-Bowes office for a demonstration. Or send the coupon for a free illustrated booklet and a folder of case histories.

PITNEY-BOWES

Tickometer

Counting, Imprinting Machine

Made by the originators of the postage meter . . . offices in 94 cities in U. S. and Canada.

Pitney-Bowes, Inc.
3425 Walnut St., Stamford, Conn.

☐ Send Tickometer booklet

☐ Send case studies

Name _____

Address _____

THE FURNITURE OF DISTINCTION

CORNELIUS M. HERZ
Production Manager

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Sales Representative

G. MAX KEATING
Sales Representative

PHILO LEONARD
Sales Representative

HUGH T. MORGAN
Sales Representative

PAT PATTERSON
Sales Representative

MRS. ELLIS RYAN
Sales Representative

PAT WHITESIDES
Sales Representative

MEET THE TEAM who brings you the exclusive EXECUTIVE line — the finest in distinctive office furniture . . . first choice with discriminating buyers from coast-to-coast. Write for the new EXECUTIVE Furniture catalog . . . and . . . inquiries welcomed for custom made furniture.

EXECUTIVE FURNITURE COMPANY

EXECUTIVE FURNITURE CO.

2800 VIRGINIA STREET • WICHITA FALLS, TEXAS

frame, stay-flat and glass covered copy frames are 18" x 24". Camera is designed for use with contact screens and pre-screened negative material which allow it to be used by inexperienced operators for halftone work. It has a 15" Wollensak process lens with iris diaphragm adjustable from darkroom side. Reflectors on each side of the copyboard house six 250-w. 3200° Kelvin lamps. Automatic timer operates lights and shutter. Attachment for photographing transparencies, Xerox adapter, and vacuum film back are optional. This manufacturer will gladly furnish technical data and assist in laying out darkroom facilities. Free literature and operating manual from above address.

KEYTOP PLIERS

Wilhelm Dreusicke & Co., K.G. Luetzowstr. 3, Berlin W35, Germany, manufacturers of office machine parts and tools, are marketing pliers which detach

and attach keytops from the keyboards of typewriters with greater convenience and facility. Plier No. 385 is for detaching and No. 385 is for attaching. The operation is performed with little effort and the arms are adjustable to fit all sizes. Where plastic keytops are attached by liquifying the plastic material, a little heat under the levers allows the detaching pliers to function easily.

THE KOHLHAAS
VERT-A-SORT

GUARANTEES . . .

. . . to improve sorting

. . . to reduce your operating costs

. . . to outproduce any manual sorter on the market

Send for this FREE CIRCULAR!

SEND TODAY!

Pin to your Company Letterhead

THE Kohlhaas COMPANY
8012 South Chicago Ave., Chicago 17, Ill.
Telephone BAyport 1-4433

☐ Send us your Informative Circular
☐ Give us name of your Local Representative

Name_____
Address_____
City_____ State_____

SHELF-FILE SYSTEM

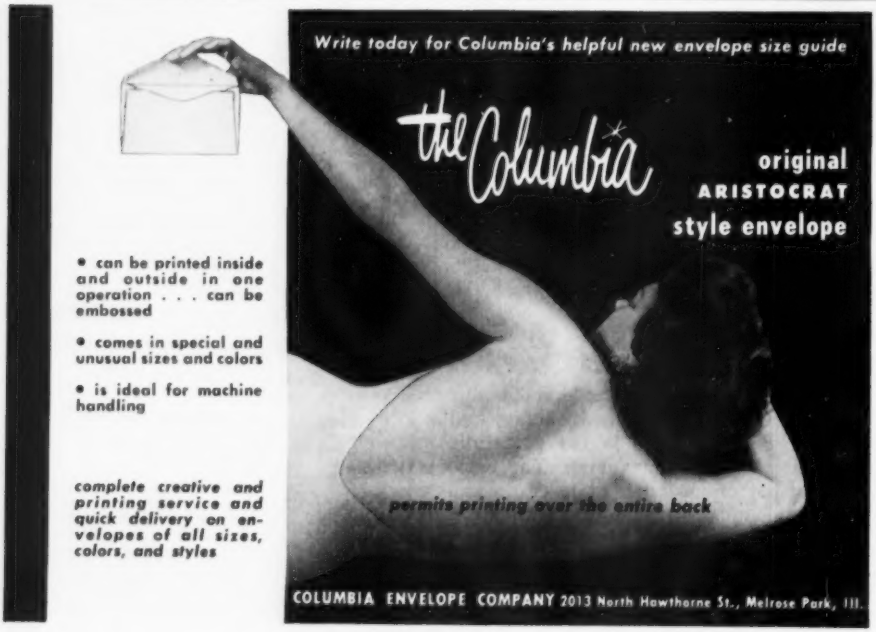
Jaco Co., 921 Perry Place, N.E., Washington 17, D. C., announces the Leitz Ezee-Fast filing system for filing on shelves. It consists of binders made of heavy cardboard with metal edges for

long wear and easy movement on the shelves. Papers can be indexed within the binder and the binder's back is also labeled. Any paper can be removed or inserted without lifting the sheets filed on top of it because of the arched metal fitting. A metal compressor keeps all papers in order. Binders are made in different capacities. Complete information from above address.

FIGURING MACHINE

Alma Office Machine Corp., 164 West 25th St., New York 1, N. Y., announces

the Model M53 Jolson-Everest 10-Key Adding Calculator which prints decimal



new! Photorapid "COMPAK"

Now, a compact one piece photocopying machine with the versatility of a flat bed printer!

In seconds it copies **anything that you can hold against the glass!** Even **books**, or other material that cannot be passed through the slot usually found in photocopiers.

Easier to clean—and more economical. The developing tray lifts out for simplified cleaning and closes tight when not in use, thus extending the life of the solution.

Protects from corrosion because of its non-metallic tank.

Also makes perfect transparencies for use as masters with diazo or blueprints or for burning in positive offset plates.

Compact—Portable. Two sizes, 8½" x 14" and 14" x 17"

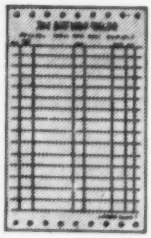
Other Photorapid models: one-piece combination with 14" throat and two-piece models up to 18" x 24".

Copy-Craft

Dept. 02, 105 Chambers Street, New York 7, N. Y.

CARBON PAPER & RIBBONS • DUPLICATING, PHOTOCOPYING & SYSTEMS MACHINES & SUPPLIES

REPLIMAT



2-PURPOSE PAPER PLATE

FOR

1. DIAZO DUPLICATING
2. MULTILITH DUPLICATING

Make as many clear, sharp copies as you like from this transparent pre-printed Replimat master on your Diazo (Bruning or Ozalid) equipment. Then you may file it away for future use. No cleaning of ink, gumming or drying necessary. The Replimat paper plate remains perfectly clean and dry.

Later, fill-ins may be erased and changed whenever you're ready for the final run on your Multilith. There's no need to run the master plate twice on the Multilith, with its attendant messiness, danger of blindness and spoilage.

SEND FOR FREE SAMPLES OF REPLIMAT MASTERS TODAY

We guarantee to reduce your costs

The Replimat 2-Purpose Paper Plate is the heart of the Replimat One-Write System. Ideal for sales order forms for food, grocery, liquor and package goods; inventory, replacement, spare-parts, export and import forms, etc. We also produce marginally punched continuous forms, Teletype rolls and all business forms. We will design an operating system to suit your needs. Call for representative now!

REPLICA PRODUCTS CORPORATION
Manufacturers of Offset Duplicating Supplies
154 NASSAU STREET NEW YORK 38, N. Y.

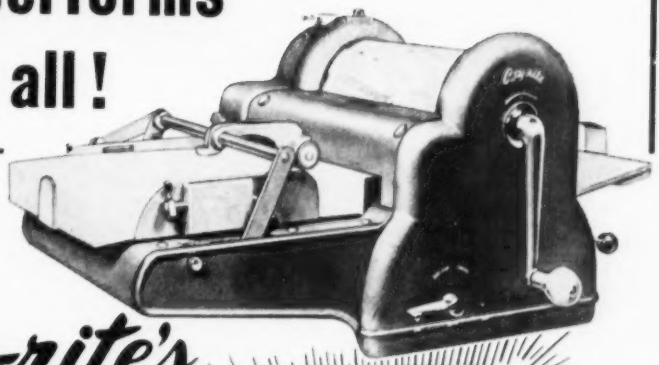
points automatically in different preselected positions. It offers direct subtraction and credit balance, and has a bar for shortened positive and negative multiplication with automatic column shifting. Operation is simplified through the use of one main bar which does several operations: adds, subtracts, non-adds, sub-totals and totals. Handy 00 and 000 keys plus a speed of 200 printed figures per minute combine to save up to 50% operating time. Capacity: 10-11. Each machine gets a 10-year guarantee on all used parts. Literature from above address.

STAMP PAD

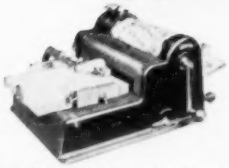
Phillips Process Co., 192 Mill St., Rochester 14, N. Y., makes Clear-Print wood block, indestructible stamp pads which contain no cloth or felt. The surface will not get soggy or uneven, nor become sticky or clogged with lint.

Clear-Print pads are said to last double the life of ordinary pads and provide strong, brilliant and waterproof impressions. Pads are re-inked without muss because inks quickly penetrate the surface. The wood block is chemically treated with the end grain exposed and holds a large amount of ink which comes to the surface by capillary attraction

Here's the Duplicator that out-performs them all!



Copy-rite's NEW MARGI-SET



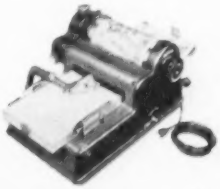
"LIFT-OUT" Rollers . . . another Copy-rite development! Just turn the pressure release to the "off" position and "lift" out one or all rollers, with your fingers! No tools or gadgets of any kind required!

Wolber Copy-rite Liquid Duplicator

. . . a really major improvement in liquid duplicators . . . .

Now for the first time with Margi-Set, you have a liquid duplicator with a position control that raises or lowers the copy from a small fraction of a line to a full seven lines—makes even hair-line registration easy—incorporates a visible indicator which shows the "setting" at all times—shows how much the copy may be raised or lowered from its present position—*can be changed even while the machine is operating*—operates at the touch of a finger but which "locks" in place automatically.

Here's a machine you've got to *see*, got to *operate*, to really appreciate what has been accomplished. Now, more than ever, Copy-rite is your best bet—in simplicity, in design, in value! Write on your letterhead . . . TODAY!



WOLBER DUPLICATOR & SUPPLY CO.
1217 CORTLAND STREET · CHICAGO 14, ILLINOIS

Models shown are priced from $188.50 to $349.50. Other models as low as $157.50. All prices plus tax F.O.B. Factory.

New MONRO*MATIC *Duplex*

with

*AUTOMATION...

it adds
as it multiplies...
adds as it divides...
and stores the
answers for you!

If your figure work is tougher than average... say on invoicing or payroll, the Monro*Matic Duplex does more of the work for you... automatically. If you need a number of simultaneous results, the Monro*Matic gives them to you... If you want to multiply and add, or divide and add at the same time, the Monro*Matic does *that* for you, too!... In short, the Monro*Matic Duplex reduces figure work to feeding figures... pushing buttons.

Its extraordinary utility, its versatility begin where other calculators leave off... because the Monro*Matic Duplex alone puts the modern industrial miracle of Automation to work for you on your figuring problems. There's more automatic operation in the Monro*Matic Duplex than in any other calculator ever built. Ask your Man from Monroe for the whole story. It won't cost you a cent!

Monroe Calculating Machine Company, Inc. General Offices, Orange, N. J. Branches Everywhere

OPERATORS WHO KNOW... PREFER **MONROE** *CALCULATING ADDING ACCOUNTING MACHINES*

to feed just the right amount to rubber stamps. Made in Nos. 1, 2, 3 and 7 sizes at $1, $1.25, $2.25 and $1.10. Illustrated folder from above address; free samples to dealers.

SWIVEL CHAIRS

Precision Mfg. Co., 831 Chicago Ave., Evanston, Ill., makes Ventilated Swivel Chairs which are inexpensive and guaranteed for five years. Available in stenographic and clerical models, chairs have Seng swivel and tilt mechanisms, noiseless Nylon bearings and double-row ball bearing hooded casters with 2" wheels. Tubular steel frame comes in scuff-proof satin chrome or chip-proof lacquer on bonderized steel frame,

covered with washable Saran resilient plastic webbing which provides ventilated seating comfort. Frames can be gray, green, walnut brown or bronze mist with webbing in light or dark green, bronze, dark brown, persimmon, maize, black, white, ivory or gray. The executive model illustrated above has 26" Fibreglas base in brown or gray, costs $44.95. Write above address for literature on all models and free trial offer.

So that's how you do it
—with A.W.FABER
ERASERSTIK!

The neatest trick a new Typist or Secretary can learn is the EraserStik habit.

You'll save yourself many bad moments of criticism if you make your erasures with EraserStik—clean and quick, without a ghost showing.

This white-polished beauty is encased in wood and shaped like a pencil. Easily sharpened by penknife or mechanical sharpener. With and without brush.

You'll turn out cleaner letters and win executive approval if you use EraserStik. Get some today.

*For best performance expose rubber point about 3/16".

A.W.FABER-CASTELL
PENCIL CO., INC. NEWARK 3, N. J.

FILE LABEL HOLDER

Charles C. Smith, Inc., Exeter, Nebr., makes the metal No-Stoop Label Holder which fits into existing label holders on filing cabinets and sets the label at a convenient reading angle. It eliminates

stooping down to read labels on lower file drawers. Where files are above eye level, it can be used in inverted position to show contents of high drawers. No-Stoop Label Holders come complete with plastic window and white 1" x 5" labels in perforated strips for easy typing. It sets closer to the file drawer than does the drawer handle. Finished in non-glare black, packed 1 doz. to a box, retails at 30c each.

DISCOUNT TABLES

L. D. Blehart Co., 10 Fiske Place, Mount Vernon, N. Y., publishes the At-A-Glance Discounter which contains tables of discounts from 2% to 9% for 1c to $1 and $100 to $1000. Combinations provide discounts from .5% to 99%. A table converts successive discounts to one figure so that answer can be located. Published on 13 plastic bound 8" x 10" cards, priced at $3.95 with a 10-day money-back guarantee.

TIME PLANNER

Barrington Associates, Inc., 230 Park Ave., New York 17, N. Y., offers their Executive Time Planner, a 23" x 11" sheet folded to 8½" x 11" and containing the 1955 calendar. Punched for insertion in a ring book, this was origi-

the desk with the custom look!

Fashion-Aire by WESCO

Here is real desk distinction—real individual styling that speaks quality; construction features that emphasize durability. Here too is economy that means something to your customer for Wesco has combined low price with features found only in more expensive desks. There is a Fashion-Aire desk for practically any office purpose.

WESTERN MFG. CO. WESCO AURORA, ILL.

WESTERN MANUFACTURING COMPANY
AURORA · ILLINOIS

New York Display and representive
Arthur Gordon Co. Associated
206 Lexington Ave., New York 16, N.Y.

California Warehouse and representive
F. C. Charles, 2436 E. 8th St.
Los Angeles, California

Texas Warehouse and representive
C. W. Kuse, 2414 W. Holcombe Blvd.
Houston 25, Texas

Do away with messy areas usually necessary for processing Offset Duplicator plates. All you need is a bottle of D.L.G. 1-STEP developer to produce perfect plates that will give you *highest quality* printing at *lowest cost*. For a demonstration that will meet with everyone's approval, call your Alum-O-Lith dealer today.

ALUM -O- LITH

the double duty plate* ®

***You use both sides for double economy!**

Call your dealer or write to: Alum-O-Lith, Inc., 5601 Valley Blvd. Los Angeles 32, California

1 Numbering Machine 10 Jobs go Faster . . .

FORCE 150

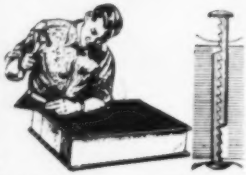
Automatic, all-purpose numbering machine speeds up dozens of everyday jobs in office or plant. (Provides consecutive, duplicate or repeat numbering.) See your dealer or let us send our catalog *"How to Select a Numbering Machine."*

Specify FORCE for the Finest

WM. A. FORCE
& COMPANY INCORPORATED
216 NICHOLS AVENUE, BROOKLYN 8, N. Y.

"K-LINE" Self-Locking Posts
POLISHED ALUMINUM

EFFICIENT NON-CORROSIVE POSTS FOR PERMANENTLY BINDING RECORDS IN STORAGE BINDERS. VARIOUS LENGTHS AVAILABLE FOR ¼" 5/16 & ⅜" HOLES. EXPANSION UP TO 7½ INCHES



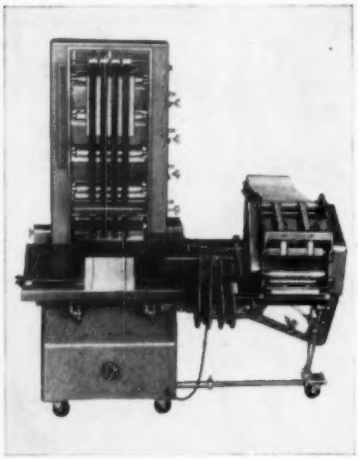
Prices with full details on request.

W. R. KLINE CO.
1062 Stuyvesant Avenue Irvington 11, N. J.

nally designed for their own staff to flag deadlines and note commitments. Clients who saw it asked for copies. Now you can have a free copy by writing above address.

BOOKLET MACHINE

J. Curry Mendes Corp., 1 Curry Lane, Canton, Mass., makes the JCM Vertical Bookleteer which produces 16 or 32-page booklets from flat sheets in one operation. It automatically collates, jogs, stitches and folds up to 3,000 finished booklets an hour. It takes sheets from 6" x 7½" to 11" x 14" of any weight stock from 12 lb. to 100 lb. Different



weights and colors can be mixed in one booklet. Either the collating unit or the stitching unit can be operated independently when desired. Machine stops automatically if a sheet is missed or if two sheets are picked up. One worker can oversee its operation. The Bookleteer is made in 4 and 8-station models to collate 15,000 or 30,000 sheets an hour. Each unit is double powered by ½ hp and 1 hp motors. Literature from above address.

*You use both sides for double economy!

Call your dealer or write to: Alum-O-Lith, Inc., 5601 Valley Blvd. Los Angeles 32, California

the first truly automatic electric duplicator

Styled by Famous Industrial Designer Jean Reinecke

MODEL 76 $325.00 (plus F.E. Tax)

the Heyer CONQUEROR "SPIRIT OF '76"

THE ELECTRIC DUPLICATOR WITH ALL THE FEATURES . . .

PUSH-BUTTON control for automatic starting and stopping makes the new Conqueror Electric Spirit Duplicator the first truly automatic spirit duplicator on the market.

Styled by famous Jean Reinecke, the Model 76 isn't merely a motor added to the highly popular, hand operated Model 70, for as you can see, the motor drive is not an appendage — it was carefully considered from the inception of the Conqueror series. Scientific design, and built-in unit construction gives you the sweetest mechanism, the most smartly styled, the most versatile and efficient office machine you've ever seen.

Push the button and the motor and feed start operating. The last sheet through turns off both feed and motor . . . automatically. And, if you're interested in single sheet feeding as in systems duplicating, there's a feed lock-out, and a single revolution of the cylinder is obtained by merely pressing push-button. Spirit of '76 duplicating is completely effortless . . . at this low price it's a natural for any office, school, church or institution.

VISIBLE FLUID SUPPLY — You always know level of fluid in tank, no pumps or rubber hoses to get out of order.

ADJUSTABLE PRESSURE CONTROL — Assures maximum copy runs of always brilliant copies. Should copies lighten, adjust control.

ROTARY FEED—Electrically operated, zips the copies through in perfect registration . . . paper size up to 9 x 14 inches.

The **HEYER** Corporation
1821 S. Kostner Ave.,
Chicago 23, Illinois

Famous in Duplicating for over 50 years

FLUID CONTROL — Measures exact flow of fluid to paper compensates for any kind of paper, any atmospheric condition.

RAISE AND LOWER CONTROL — Simple dialing of control wheels raises or lowers print on page. Forget all centering tricks.

BUILT-IN RESET COUNTER — Always in view of operator . . . you run exact number of copies you need.

PUSH - BUTTON CONTROL — Push - button starts duplicator running, last sheet through shuts off machine and motor. Can be operated single sheet, hand-feed for systems use.

". . Bunn Tying Machines . . time savers and great money savers"

says G. A. Seyfer, Office Mgr., KIWANIS INTERNATIONAL

Bunn Tying Machines have long been used in Kiwanis International's Chicago headquarters for tying packages of supplies for shipment and for "tying out" mail. In 1½ seconds and less, each unit is tied securely, with a non-slip tamper-proof knot.

Bunn Machines adjust automatically to any size or shape . . . use the right amount of twine each time.

GET THE WHOLE STORY

Learn how these Bunn Tying Machines can help you save time, money. Write today.

BUNN

B. H. BUNN CO. Dept. OF-25
7605 Vincennes Avenue, Chicago 20, Illinois

OFFSET STARTING SOLUTION

Colitho Div., Columbia Ribbon & Carbon Mfg. Co., 952 Herb Hill Road, Glen Cove, N. Y., announces Colitho Predamp starting solution for direct image paper offset plates. It is a completely new formulation developed through intensive research and field tests. Applied to the

direct image paper plate, it conditions the plate surface to readily accept ink and fountain solution, resulting in fine, sharp, clean copies immediately. This new starting solution is green in color for quick, easy identification and is used full strength as it comes from the quart or gallon container.

DICTATION PRACTICE RECORDS

Herman Miller Dictation Records, 2601 W. Olympic Blvd., Los Angeles 6, Calif., offers a series of unbreakable records containing 45 minutes of solid dictation material on each side at speeds of from 60 to 150 words per minute in 10-wpm steps. Records are 16 2/3 rpm and playable on 33 1/3 rpm recorders by using an adapter. Planned for supplementary sustained dictation practice, records cost $3.50 each. Descriptive literature from above address.

compensates for any kind of paper, any atmospheric condition.

wheels raises or lowers print on page. Forget all centering tricks.

you run exact number of copies you need.

running, last sheet through shuts off machine and motor. Can be operated single sheet, hand-feed for systems use.

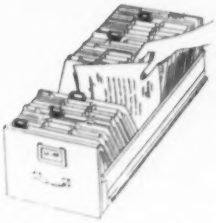
NOW—More Time for Management to Manage

Every day "paper work" mounts. Never before in the history of American business has the handling of detail been so important—taken so much of management's time.

But there's a way to cut through this maze and find more time for the really productive work. It's a simplified plan by Shaw-Walker. Finding is up to four times faster. Operating costs for help are reduced. But most important, there's less to hamper and delay decisions; management has more time to manage.

Since 1899 Shaw-Walker has been helping business by simplifying office work—to speed record keeping.

Shaw-Walker makes everything for the office—except machines—chairs, desks, Fire-Files, filing cabinets, loose-leaf and payroll equipment—each "time-engineered" to help make the most of every minute, every working day.



Split-second finding is assured when you use one of the eight Shaw-Walker "time-engineered" filing systems. For records of any kind, for one drawer or 1,000.

"Built Like a Skyscraper"

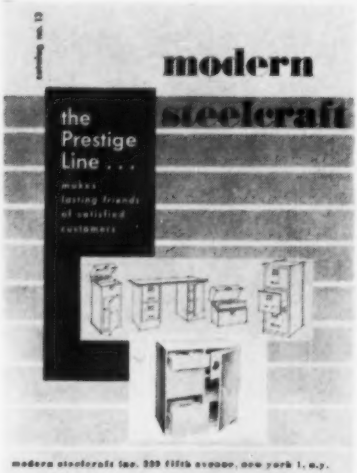
The booklet, "Time and Office Work," is packed with ideas for *stretching* office time. A wealth of information on *"time-engineered"* office systems and equipment. 36 pages! Many color illustrations! Write today on business letterhead to: Shaw-Walker, Muskegon 52, Michigan.

SHAW-WALKER

Largest Exclusive Makers of Office Furniture and Filing Equipment in the World
Executive Offices at Muskegon, Michigan
Branches, Dealers in All Principal Cities

STEEL FURNITURE

Modern Steelcraft, Inc., Dept. OF-1, 230 Fifth Ave., New York 1, N. Y., makes the Prestige Line of steel office furniture including desks, files and stands. Desks are functionally streamlined for secretaries, receptionists, salesmen and general clerical workers. Files are made in a variety of styles ranging from regular 2, 3 and 4 drawer cabinets to combination units containing drawers for letters, cards, storage shelves



and a vault compartment with combination dial lock. Their Efficiency Tray Table is a machine stand with a letter tray on one side and a regular leaf on the other side. Each item in the Steelcraft line is illustrated and fully described in their new catalog which is designed for more efficient use by both consumer and dealer. A binder tab within the catalog provides for adding new product supplement sheets. Write above address for a free copy of the Steelcraft catalog.

1-STEP OFFSET DEVELOPER

Alum-O-Lith, Inc., 5601 Valley Blvd., Los Angeles 32, Calif., are manufacturers of D.L.G. 1-Step Pre-sensitized Plate Developer, a solution that desen-

10-KEY OR FULL KEY

Now Clary offers you **both** Adding Machine Keyboards!

Take your choice—they're both handsome, both quiet, with the lightest touch imaginable. They add, subtract and multiply as fast as fingers can fly—the Clary never holds an operator back. All the controls are power driven... and she'll enjoy the miracle of easy division without the use of tedious reciprocal tables. Clary factory branch offices and dealers are listed in your yellow pages. Call for a Clary demonstration in your office... today!

BUSINESS MACHINES Clary

Clary Multiplier Corporation
San Gabriel, Calif.

CREATOR OF MODERN COMPUTING MACHINES AND CASH REGISTERS FOR AMERICA AND THE WORLD

TRY THIS MODERN WOOD BLOCK STAMP PAD! . . . . . .

Outlives Two Ordinary Stamp Pads

- Wood Block is chemically treated to hold large amounts of ink and to feed just the right amount to the surface!
- Ink dries instantly on paper yet never dries in the pad!
- Pad surface is always flat and firm does not collect lint!
- Ink cannot gush up between the type causing a blurred impression!
- Impressions are always strong, clear, brilliant and waterproof!
- Ink penetrates pad quickly, will not stand on surface as with ordinary pad!
- Clear-Print Ink and Pad are never affected by moisture or humidity!

FREE SAMPLES gladly sent to interested Dealers!

L. A. PHILLIPS, President

Phillips PROCESS CO. 197 MILL ST., ROCHESTER 14, N.Y.

sitizes, lacquers and gums in one operation. According to the manufacturer, no water, bowls or extra materials are necessary. The person processing the Alum-O-Lith Double Duty plate pours a small amount of D.L.G. 1-Step on the

plate and lightly scrubs the entire surface with a fine cellulose sponge. The image appears almost instantly, the plate is wiped down and is ready for the press. Alum-O-Lith calls theirs the Double Duty plate because both sides are used for long runs of exceptional quality. Further information from above address.

DEPRECIATION COMPUTER

Speed-O-Calc, Inc., 714 E. Ohio St., Pittsburgh 12, Pa., publishes the Sum of Digits Depreciation Calculator for computing depreciation as liberalized by the new Internal Revenue Act. The book of tables are bound with plastic rings and provide the factor for figuring the correct depreciation for any period from 1 to 12 months in the years of life which are most used. Price $3.50.

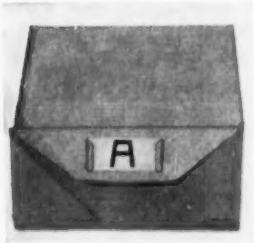
FLOOR CLEANER

Fuller Brush Co., Hartford 2, Conn., makes Fullclean, a synthetic detergent

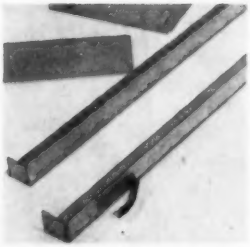
that reduces cleaning time on wood, concrete, terrazzo, linoleum, asphalt or tile composition surfaces as well as walls. It lowers the expense of floor cleaning, 95% of which is usually labor cost, because just one spreading and one rinsing thoroughly cleans floors. When applied, Fullclean spreads all over and wets floors quickly. Highly concentrated, the detergent is dissolved in water in varying amounts, controlling strength for the particular job to be done. It completely strips old wax in a solution of from 2 to 4 cups in a 10-gal. pail of water, depending on the age and thickness of the layer, while a solution of ½-cup in a 10-gal. pail of water cleans off soil without removing wax. Soils, oils or wax held in suspension will not redeposit. During the single rinsing, the detergent solution disappears completely and instantly into the rinse water. No film is left on the floor. After drying, the floor is ready for rewaxing,

SELF-GUIDE for TAB CARD FILING

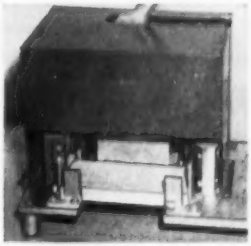
PATENTED



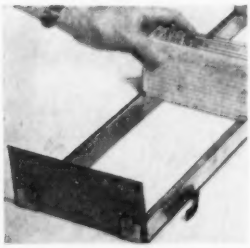
1. Without **SELF-GUIDE**, the average tabulating card tray looks like this.



2. **SELF-GUIDE** is comprised of but four simple, easily installed parts.



3. To notch cards for **SELF-GUIDE**, this corner cutter is used.



4. As the notched tab cards drop below the rails, the un-notched tab cards spring up.

5. All of the tab cards snugly fit the tray, with the guides evenly and easily visible.

6. Converted to **SELF-GUIDE**, this tab card tray has come alive!

Easily installed

SELF-GUIDE

speeds tab card reference! At-a-glance selection saves time and filing costs, and increases efficiency!

Send **NOW** for **FREE** details!

WASSELL ORGANIZATION, INC.
WESTPORT, CONNECTICUT

NAME _____
TITLE _____
COMPANY _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

SERVICE-WISE dealers count on SHIPMAN-WARD

for the QUICK SERVICE that enables them to give *their* customers better service on EVERYTHING IN THE OFFICE MACHINE FIELD!

SERVICES

Platen Recovering (Rubber by B. F. Goodrich—Double Wall Cushion) . . . Feed Roll Recovering . . . Cork Platen and Feed Roll Recovering . . . Refinishing (Wrinkles — Hammerloids — Enamels) . . . Welding . . . Retyping . . . Chrome and Nickel Plating.

ELECTRIC TYPEWRITER REBUILDING SERVICE *and* REBUILT ELECTRIC TYPEWRITERS

NEW OFFICE MACHINES

Portable Typewriters . . . Adding Machines . . . Cashiers.

PARTS and SUPPLIES

Replacement Parts (typewriters and adding machines) . . . Tools . . . Shop Supplies . . . Ribbons . . . Carbon Paper . . . Office Machine Stands . . . Dust Covers.

For complete details on all supplies and services, WRITE FOR FREE CATALOG #74!

SHIPMAN-WARD MFG. CO.
Main Office: 325 N. Wells St., Chicago 10, Ill.

BRANCHES AND AGENCIES

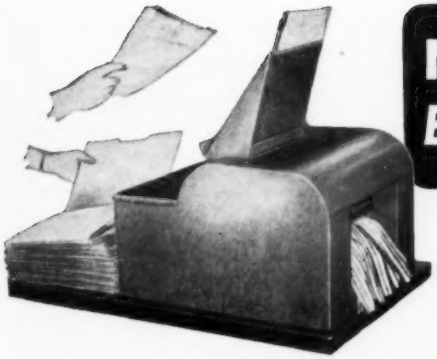
- Shipman-Ward Mfg. Co. 425 W. Walnut St. Springfield, Missouri
- Cleveland Typewriter Co. 1709 Euclid Ave. Cleveland 15, Ohio
- Crescent Typewriter Co. 407 St. Charles St. New Orleans 12, La.
- O'Donnell-Brennan 3235 Pawelton Ave. Philadelphia 4, Pa.
- Randmar Platens & Parts Ltd. 46 St. James St. West Montreal, Quebec, Canada

where old wax has been removed. Of nearly neutral alkalinity, Fullclean works on soil of both acid and alkaline derivation. It is effective in both hard and soft water. A chart that shows how to use Fullclean on various types of floors with suggested cleaning schedule for each type, on a daily and periodic basis, is free from above address.

FORMS WRITING STAND

Dillon-Ford & Co., 154 Nassau St., New York 38, N. Y., announces a Typewriter Table with Packholder and Refold Tray rigidly made of heavy gauge steel welded to withstand strain of electric typewriters, accounting and billing machines. The table is arranged so that packholders, refold trays, extension tops,

work trays and personal compartment can be attached or removed as required. It is illustrated here equipped with a pack-holder and a refold tray for maximum output of continuous forms. Finished in heat-set gray crackle with other colors available. Table's 32" x 14½" top is 26" high. Height with refold tray and packholder is 37". Depth at bottom of legs is 23", requiring 26" x 23" of floorspace. More information from above address.



NEW • FASTER • EASIER • Automatic!

Destroys Old Papers and Records with No Hand Feeding

The new "SILVER EXECUTIVE AUTOMATIC" Paper Shredder is the first stack feed machine . . . feeds itself automatically! Shreds confidential papers, records, time cards into 1/4" strips—in seconds. Machine is a typewriter-size, portable desk model with full 1/2 HP motor. Safe, easy to operate. Many sizes. Write today for details of 10-DAY FREE TRIAL.

INDUSTRIAL SHREDDER & CUTTER CO.
103 MILL STREET • • SALEM, OHIO

Talk About Solving Operating Cost Problems? You Bet!

Dealers and Manufacturers will not only talk about these problems but supply the solutions as well at:

NOFA's Ninth Annual Convention-Exhibit
Conrad Hilton Hotel Chicago, Ill.

MARCH 20-23, 1955

Complete Member Registration (Including 3 luncheons & banquet $22.50)
Complete Non-Member Registration (Including 3 luncheons & banquet $27.00)

WRITE OR WIRE TODAY!

National Office Furniture Association
327 South LaSalle Street • Chicago 4, Illinois

NEWS of the Office

Annual Microfilm Meeting

The National Microfilm Assn. will hold its fourth annual meeting at the Sheraton Plaza Hotel, Boston, March 24-25. The program will feature papers and panel discussions on the status, use and progress of microreproduction techniques including microtransparencies (microfilm) and micro-opaques (microprint). New techniques, applications, equipment and experience will be discussed and illustrated. A comprehensive exhibit of equipment, accessories and supplies is planned. Prospective exhibitors may secure complete information from Joseph Curtin, general convention chairman, 806 Massachusetts Ave., Cambridge 39, Mass. Advance registration blanks may be obtained from Vernon D. Tate, executive secretary, 19 Lafayette Ave., Hingham, Mass.

Integrated Data Workshop

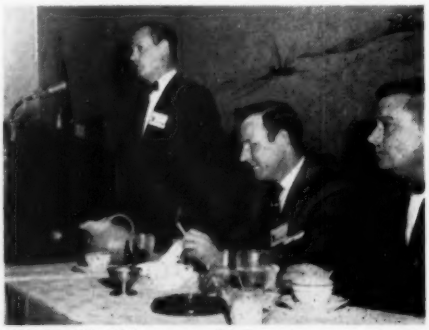
An integrated data processing systems workshop, where business firms may design and pre-test systems over the actual machines, has been set up by Standard Register Co. in Dayton, Ohio. Firms interested need only establish the areas to be covered and the end result desired. Then Standard's analysts and systems specialists, and the firm's representatives, work out details of the system. Standard's forms designers set up the necessary forms for each step and the system is ready for an actual test run on Flexowriters, teletypewriters, teleprinters, tape-to-card machines, and other tape producing devices which may be required. Mechanical equipment has been supplied by manufacturers and suppliers of machines and transmission devices. Facilities of the workshop are offered without charge. Reservations may be made by writing Market Development Dept., Standard Register Co., Dayton 1, Ohio.

CIA Names Peirce

James L. Peirce, vice president and controller, A. B. Dick Co., was appointed chairman of the executive committee of Controllers Institute of America. Wayland S. Bowser, controller, Blaw-Knox Co., was renamed chairman of the institute's social security committee.

AMA Workshop in Dallas

Workshop seminars on office management will be held by American Management Assn. for the first time at the Hotel Baker, Dallas, March 7-9. Subjects will include office equipment, qual-



W. B. Worthington, chief systems engineer, Hughes Aircraft Co., Tucson, Ariz., addressing the organization meeting of the Dallas Fort Worth Chapter of Systems & Procedures Assn. of America of which Al Edwards (center) was appointed president pro-tem. At right is W. C. Gill, office manager, Douglas Aircraft Co., Tulsa, Okla.

and here's why:

- models with or without direct subtraction available
- revolutionary years-ahead styling
- Swedish steel assembly . . . Swiss precision counters
- fully automatic safety keyboard
- ciphers printed automatically
- signals for subtract, multiply, sub-total and total printed
- correction key clears entire keyboard
- lifetime handle construction
- scientifically designed moulded keys
- trouble-free performance . . . minimum maintenance

Sensational! That's the only word to describe the all-new REGNA Adding Machine! Streamlined as the newest cars . . . so low in cost it's a dream-come-true for small business owners. Lets many firms cut expenses and increase production by supplying a machine to every department, to every desk where adding is done. It took REGNA engineers years to develop an adding machine of such supreme quality at such a remarkably low price. It will take your customers only minutes to realize that the new REGNA is their "best adding machine buy"!

IN CANADA: Regna Cash Registers of Canada Ltd., 704 Notre Dame St. W., Montreal, Que., and Business Equipment Machines, 489-8 King St. W., Toronto, Ont.

OUTSIDE CONTINENTAL U.S.: Jorgen S. Lian, Box 907, Bergen, Norway.

REGNA

REGNA CASH REGISTERS, INC.
175 Fifth Avenue
New York 10, N. Y.

Gentlemen:
Please send more information on the new Regna Adding Machine and outline advantages of becoming a Regna Dealer.

Name _____

Address _____

City _____ Zone _____ State _____

it's a pleasure... it's a Scribe

It's a pleasure...
When you dictate with the new EXECUTIVE SCRIBE.

The EXECUTIVE SCRIBE is the dictation system of the future . . . years ahead of competition.

The executive desk sets shown here are the only pieces of equipment that you will ever need in your office. In addition to the alternatives below, there is an executive desk station available which eliminates the necessity of holding anything in your hand. You can work with both hands while you dictate.

The EXECUTIVE SCRIBE is a flexible, economical multi-station dictation system that is so simple to use . . . IT'S A PLEASURE. All functions of the recording unit are remote controlled with fingertip ease.

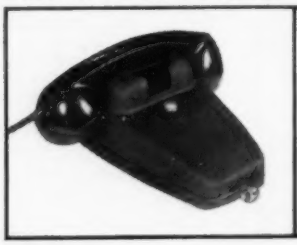
By far the most advanced dictation system ever devised.

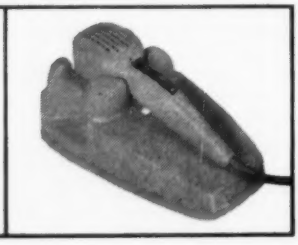
The EXECUTIVE SCRIBE has a range of accessories designed to satisfy the most discriminating executive. Whether you choose the unit with the miracle mike, the telephone hand set, or the executive station, we know that you will agree that Scribe is years ahead.

Try a Scribe without obligation.

SCRIBE CORPORATION, 5024 WEST MADISON, CHICAGO 44, ILL.

SALES AND SERVICE FROM COAST TO COAST





ity control, space planning and supervision. Additional office management subjects will be covered in New York on March 28-30, April 11-13 and 25-27, May 16-18, June 20-22. A booklet describing the program can be had from American Management Assn., 330 West 42nd St., New York 36.

N.Y.U. Office Courses

New York University's Management Institute has added two courses for the term beginning Feb. 7: Simplification of Office Systems & Procedures, and Methods Improvement—Tools and Techniques. Instructors are Elles M. Derby, manager of management education, and Charles J. Berg Jr., assistant manager of home office surveys, Metropolitan Life Insurance Co. Courses to be repeated include Office Machine Selection and Application, Planning and Managing Punched Card Systems, Electronic Equipment and Its Application to Office Systems. Data from Denis Sinclair Philipps, New York University, 1 Washington Sq., New York 3.

Seek Automation for Banks

The committee on mechanization of check handling of the bank management commission and the committee on electronics of the savings and mortgage division of American Bankers Assn. have prepared a 32-page booklet, "Automation of Bank Operating Procedure," which is being sent to office machine manufacturers. The booklet explains the needs of banks and requests manufacturers to inform ABA if they are interested in producing automatic bank equipment.

Executive Fellowships

Sloan Fellowships will be awarded to 30-35 young executives for a year's study at the Massachusetts Institute of Technology. Candidates must be nominated by their employers who must support candidates financially for the year. Applications, returnable by March 4, can be had from Director of Executive Development Program, MIT School of Industrial Management, 50 Memorial Drive, Cambridge 39, Mass.

World Typing Contest

Institut International de Secretariat will hold its 1st World's Typing Championship contest during the 21st International Congress of Stenography and Typing in Monaco, July 27 to Aug. 5.

National Conference & Exhibit Calendar

Office Management Assn. of Chicago, Conrad Hilton Hotel, Chicago, Feb. 28-March 3.

Western Joint Computer Conference, Statler Hotel, Los Angeles, March 1-3.

National Office Furniture Assn., Conrad Hilton Hotel, Chicago, March 20-23.

National Microfilm Assn., Sheraton Plaza Hotel, Boston, March 24-25.

Southern California Business Show, Biltmore Hotel, Los Angeles, April 12-15.

Institute of Internal Auditors, Sheraton Plaza Hotel, Boston, May 15-17.

New York Stationery Show, New Yorker Hotel, New York, May 15-20.

National Office Management Assn., Royal York Hotel, Toronto, May 22-26.

National Office Machine Dealers Assn., Denver, June 26-29.

National Assn. of Cost Accountants, Waldorf-Astoria Hotel, New York, June 19-23.

National Stationery & Office Equipment Assn., Conrad Hilton Hotel, Chicago, Oct. 1-5.

National Assn. of Bank Auditors & Controllers, Denver, Oct. 9-13.

Systems & Procedures Assn. of America, Sheraton-Cadillac Hotel, Detroit, Oct. 10-12.

National Institute of Governmental Purchasing, Shoreham Hotel, Washington, D. C., Oct. 16-19.

National Business Show, 69th & 71st Regiment Armories, New York, Oct. 24-28.

PINK PLASTIC PUTTY... that pulls the dirt out of typewriter type rather than washing it into the machine

Flatten the putty by pressing very firmly.

Press it on all of the type. Do not rub.

Fold the putty upward to original pyramid shape

NO MESSY LIQUIDS to remove nail polish, spot or spatter clothes.

NO HARMFUL FUMES to cause headaches or colds.

To make neat erasures—just touch the word to be erased, Bud will absorb the surplus ink. Then erase and there will be no smear.

Retails for 50¢ each

Dealers—write for sample and cost

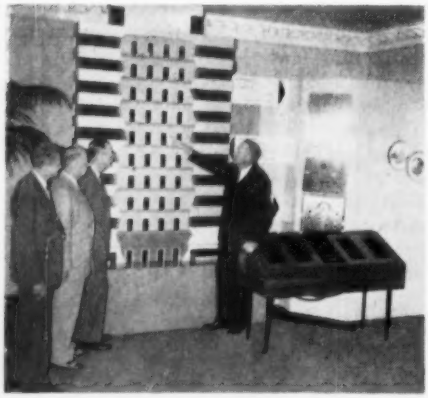
BUD TYPE CLEANER
P. O. BOX 4644
BALTIMORE 12, MARYLAND

Electronic Elevators

THE 42-story Socony-Vacuum Building, now under construction in New York, will be serviced by the largest system of automatic elevators ever installed in an office building, according to Roy C. Olson, New York zone manager for Otis Elevator Co. Six banks of without-attendant electronic elevators will handle an estimated building population of 7,500 people, in addition to visitors. Elevator banks will be placed at strategic locations throughout the building, which will cover a two-acre square block.

Passengers will be whisked automatically to their floors as they press the proper buttons in the elevators. A supervising electronic control will dispatch elevators of each bank and choose the proper programming for rush and normal hours. Of the 36 elevators, 32 will be the Otis Autotronic without-attendant type with automatic program selection, and the other four will be service elevators. The 36 cars will run on nearly nine miles of vertical "track."

All elevator door edges will be



LeRoy A. Petersen (right), president, Otis Elevator Co., shows model of a 10-story building with electronic circuits which enable elevators to automatically analyze traffic requirements and select correct operation for any situation without human help.

equipped with an electronic detector. If an obstruction such as a passenger's arm enters the field of influence of the detector, doors automatically stop and reopen. If the closing of doors is delayed beyond a reasonable time, a buzzer sounds in the car and the doors close at reduced speed, gently but firmly nudging the passenger out of the entrance. The speed of the new building's elevators will range from 500 ft. a minute for the low-rise banks of cars to 1,200 ft. a minute for the high-rise group. A passenger riding express all the way will ascend from the lobby to the 42nd story in 30 seconds.

According to S. E. Musset, Otis sales engineer for the New York zone, the Socony-Vacuum Building will cover so much ground it had to be considered as two separate buildings in planning elevator locations. The three-story base of the building will cover the entire 83,000 sq. ft. Set back from the base are east and west wings rising 14 stories.

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to all lower and upper portions of the building, Otis will install banks of three low-rise elevators running from the lobby to the 4th floor on both the east and west sides of the building; a bank of five intermediate-rise elevators running from the lobby to the 12th floor in the east wing; a bank of five intermediate-rise elevators going from the lobby to the 11th floor in the west wing; eight upper intermediate-rise elevators going from the lobby to the 25th floor in the tower, and eight high-rise elevators serving passengers from the lobby to the 42nd floor, also in the tower. Otis also will install two 4 ft.-wide escalators to carry passengers up and down between the shop-lined concourse, below street level, and the lobby floor.

The Socony-Vacuum building, at 150 East 42nd St., is the largest commercial structure undertaken in New York City in a quarter of a century. It is scheduled for completion in the Spring of

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1956. Prior to Socony-Vacuum, the largest number of without-attendant elevators ordered for an office building was 27 for the Prudential Insurance Company's 41-story building in Chicago. About 80% of the elevators sold by Otis in 1953 for office buildings incorporated the operatorless feature.

Data Integration

(Continued from page 84)

The particular number of columns on the IBM card which are to be read with each entry are pre-set on a plug board at the IBM punch. Since only desired numbers and only desired digits of these numbers are punched, none of the card is wasted and all 80 columns may be filled with pertinent data. An interlock disables the posting machine if for any reason the punch fails to feed a new card at the proper time. A production version of the intercoupler designed for Lockheed is now being

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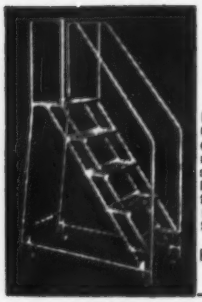

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1. Positive integration of the detailed material control ledger with the general ledger in accounting, thus eliminating costly inventory reconciliations.

2. A simple means of providing a detailed input to electronic computing for the complex analysis portion of the function.

3. Inasmuch as the punched cards are verified with the same source documents through key punch verification, a 100% verification of the posting operation is secured.

4. Maintenance of a complete detailed ledger available for random extraction.

5. Overall cost savings are difficult to evaluate at this early date. The many intangible gains through data integration and the future possibilities offered are considerable. There is a direct saving, of course, through the greater speed and accuracy of the posting machines. As to competing with key punch on a card-for-card cost basis, it can only be said that with a reasonable posting speed and multiple shift operation to gain the reduction in key punch rental, it should be possible to just about break even.

Through the maze of complexities which surround the promise of automation in the data processing field, some facts are becoming increasingly clear. One is the absolute necessity for *purification* of the input data. If erroneous information is fed into the machine, the output will be equally in error. Another is the necessity for most clerical management leaders to learn what their basic functions really are and, even more important, how to state the problem clearly so others can understand. The office manager or systems man who shrugs off a complex function by saying it is all a matter of individual judgment simply has not yet learned what

the function really is.

The statement made in the beginning should be re-emphasized to the effect that this one step is not momentous in itself, but rather than it opens the door to infinite possibilities for the future. The next step toward data integration and electronic computing is moving rapidly. With each move, the way becomes a little clearer.

Shelf Files and Terminal Digits

(Continued from page 70)

of her sorting process had ten divisions also sorted on the third digit from the end but her separator cards read 001 through 901. The third operator's separator cards read 002 through 902. As each lifting operator completed one two-digit division, she was given the next available two-digit division. Proper control throughout depends on orderly assembly of the transfer drawers in proper sequence and the proper labelling of the drawers. *At the end of this stage, all folders were in order by the last three digits: 00-0T (third digit from the end) - NF. The whole system now comprised 1000 main groups.*

Each lifting operator was next given one three-digit division (approximately 145 folders in our system) and instructed to break the division down by the fourth digit from the end. For example operator L-1 was given division 000. When she completed the breakdown she had ten groups: 0000, 1000, 2000, 3000, 4000, 5000, 6000, 7000, 8000, 9000. This was a tabletop sort as approximately only 145 folders were in each division. With bulky folders it would have been unwise to try a tabletop sort. Leaf sorters would have been most useful in this stage.

All three-digit divisions were broken down on the fourth digit in turn. As the transfer drawers were completed (containing two three-digit divisions each broken down to the fourth digit,

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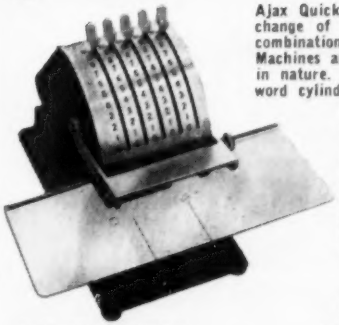

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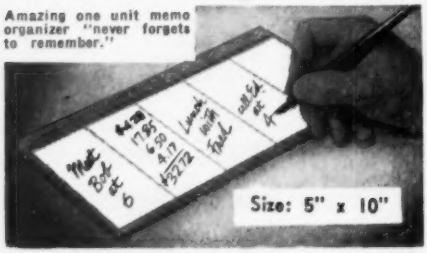

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each fourth digit group being flagged up by a numbered separator) they were moved to the assembly area and marshalled in order. Operators from other work were moved to the assembly area as the earlier stages finished. *At the end of this stage, all folders were in order by the last four digits: 00-ST (fourth digit from the end) NF. The whole system now comprised 10,000 divisions.*

The assembly area operators then took each fourth digit group and put them in order on the first two digits; replacing them behind the appropriate separator cards. The work continued in order from the first four-digit group, 0000, to the last, 9999. *At the end of this stage, all folders (active and inactive) were in terminal digit order in the transfer drawers.*

Stacking operators (the team which had labeled and assembled the guide cards) then checked each completed group against the terminal register, separating the active folders from the inactive folders. Each active and inactive folder group was then placed in its proper position in the shelving unit until all folders were housed. All loose papers and folders, not within the new system, were collected, put in order and filed into the new system. Papers that could not be disposed of were batched together and held for the loose end operators. The whole work area was cleared and inspected.

There are, of course, variations to the approach outlined in these notes. Basically, however, every conversion procedure follows the same pattern so far as the mechanics of the changeover are concerned. Special complexities may be introduced by space difficulties, peculiarities of an existing system involving a re-numbering process, limitations of equipment or staff. But when the difficulties are faced realistically and with a little ingenuity, it is surprising how they melt away.

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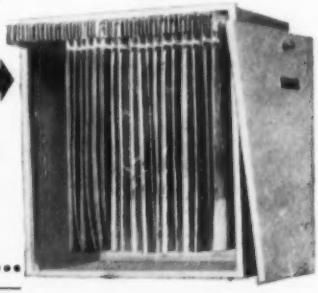

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NEWS of the Industry

A. B. Dick Co. Board Changes

Edison Dick has been appointed chairman of a newly formed executive committee of the board of directors, and Mathews Dick Jr., has been appointed to the board, it was announced by A. B. Dick Co. The position of chairman of the board and two vice chairman posts

Edison Dick

Mathews Dick, Jr.

were eliminated. A. B. Dick III, president and chief executive officer, is a member of the executive committee. E. W. Burbott and Kent Chandler, former vice chairmen of the board, are vice chairmen of the executive committee. Edison Dick is a son of the late Albert Blake Dick, founder of the company. He has been actively associated with the company since 1923 and has served on the board of directors for many years. Mathews Dick Jr., vice president-sales, is a grandson of the founder.

Moore Executives

W. Norman McLeod has been elected chairman of the board, and Thomas S. Duncanson has been elected president, of Moore Corp. Ltd., and its subsidiaries, Moore Business Forms, Inc., and F. N. Burt Company, Inc. Moore was founded in 1882 by the late Samuel J. Moore. Today, 22 Moore plants are in operation from coast to coast and throughout Canada. Sales offices are located in more than 300 cities.

Elect Todd Officers

Leonard T. Thomasma

Election of a vice president, a secretary, an assistant treasurer, and three directors of Todd Co., was announced by Walter L. Todd, chairman of the firm. Elected a vice president was Leonard T. Thomasma, general sales manager. Named secretary succeeding Mr. Thomasma was Frank H. Day, personnel director. Elected assistant treasurer was Joseph N. Neides, who is also assistant secretary. Directors elected are Mr. Day; Howard F. Wolfanger, superintendent of branch plants; and Fred E. Rudman, manager of the metropolitan sales division, comprising the New York, Philadelphia, Jamaica and Newark sales offices. Mr. Thomasma was named general sales manager last March. For 12 years prior to that, he was assistant general sales manager. He joined Todd in 1928 as a bank supply salesman.

Times Facsimile Directors

Appointment of three new members to the board of directors of Times Facsimile Corp. was announced by Arthur Hays Sulzberger, president of the wholly-owned subsidiary of the New

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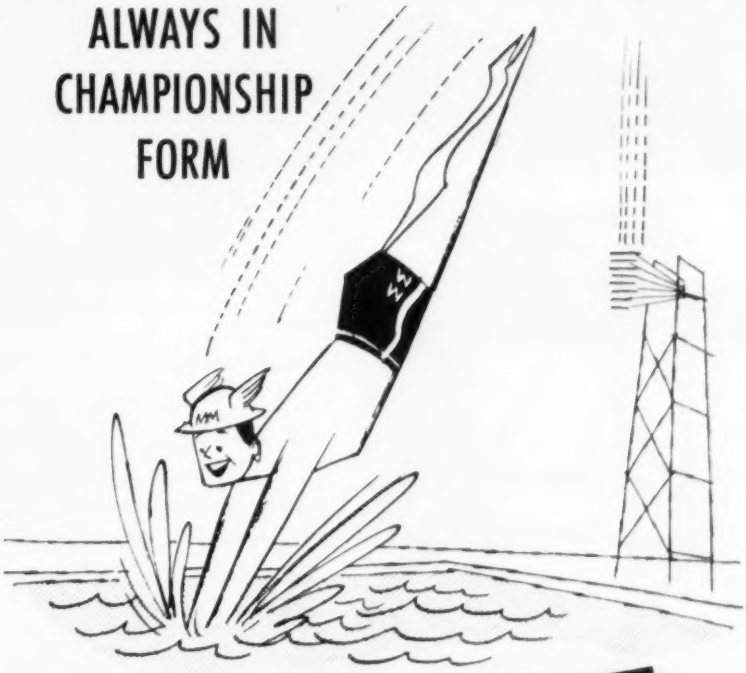

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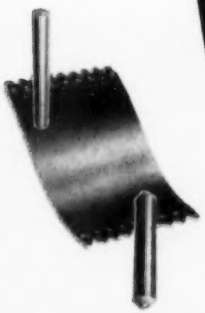

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York Times Co. They are Edward S. Greenbaum, president, Greenbaum, Wolf & Ernst, New York law firm; George D. Woods, chairman of the board, First Boston Corp., and Austin G. Cooley, executive vice president and chief operating officer, Times Facsimile Corp. In addition to Mr. Sulzberger, who also is president and publisher of the New York Times, other members of the board are Julius Ochs Adler, first vice president and general manager of The Times; Orvil E. Dryfoos, vice president of The Times, and Amory H. Bradford, secretary of The Times.

Underwood Vice President

David J. Crombie

David J. Crombie has been appointed a vice president of Underwood Corp. where he will be in charge of manufacturing, it was announced by P. D. Wagoner, chairman. Since joining the company in 1929 as a mail clerk, Mr. Crombie has advanced through the assembly, engineering, personnel and manufacturing departments. Before his transfer to New York as assistant to the vice president in charge of manufacturing, he served as assistant works manager at the company's Hartford factory.

The appointment of Graham C. Young as assistant secretary and assistant treasurer, was also announced.

Royal McBee International

D. B. Starrett

D. B. Starrett has been named president of Royal McBee International, a newly formed division of Royal McBee Corp. Concurrently Mr. Starrett becomes a vice president of the parent company, P. M. Zenner president, has announced. The new organization will coordinate activities of all international operations for both Royal Typewriter Co. and McBee Co. Mr. Starrett will be responsible for all corporate export sales and the administration of all corporate subsidiaries located in Montreal, Toronto, Paris, London, Nurnberg, Leiden and Mexico City. Prior to this appointment Mr. Starrett was senior vice president of Royal Typewriter Co. which he joined in 1915.

Standard's Sales Conference

Standard Duplicating Machines Corp. held its 18th Annual Quota Club Dinner at the Boca Raton Hotel, Fla., Dec. 8. Their new Rocket fluid duplicator was introduced at the sales conference and awards were presented to leading Standard agencies and salesmen. A. W. Vanderhoof, Standard's president, paid special tribute to Alan E. Bruce, vice president, for his direction of the company's most successful meeting and predicted that this will be an exceptionally good year for Standard.

At the Quota Club banquet of Standard Duplicating Machines Corp. L. to r., Mrs. Frank Mesmer; A. W. Vanderhoof, president and chairman of the board; Mrs. Gaylord McKenzie; Alan E. Bruce, vice president; Mrs. Bruce; Maurice McKenzie; Mrs. McKenzie; John W. Welsh and Mrs. Welsh. Cups in background went to sales leaders.

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Furniture Dealers Convention

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Kenneth M. Henderson (center), president, Ditto, Inc.; Theodore W. Robinson Jr. (left) and Sanger P. Robinson, identical twins who are chairman of the board and vice president, respectively, used a gold-plated spade to break ground for the new home of Ditto, Inc., in Lincolnwood, Ill..

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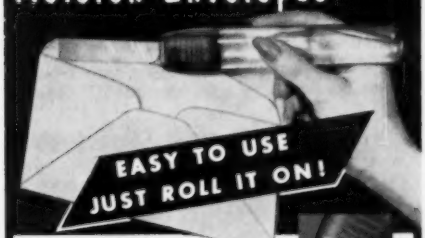

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The new, CLEAN and SURE way to moisten envelopes, stamps, labels, etc. . . . **JUST ROLL IT ON!** No messy parts, no sponge squeezing. Mechanically constructed to flow evenly always yet keeps hands **CLEAN** and **DRY!** A **must** for every office, home or shop!

See your Stationer or write:

New Exclusive "Moisture Control" The only moistener guaranteed to roll an even coat of water on the surface each and every time.

98c each

MFD. BY BERNAY PRODUCTS CO.
412 S. Wells St., Chicago 7, Ill., WAbash 2-2636

SAVE TIME - MONEY

Use Atlas

Complete Vertical Filing Systems

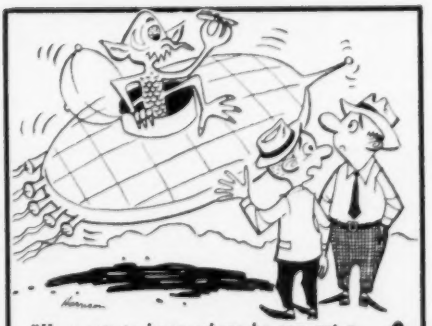
NEGA-PLATE HANGER

for

- NEGATIVES
- OFFSET PLATES
- STENCILS
- X-RAYS
- ART WORK
- SWATCHES

The efficient, economical method of filing. Write for complete information on Atlas Files and Patented Hangers.

ATLAS STENCIL FILES CORP.
16716 Westfield Avenue
Cleveland 10, Ohio



"He wants to know where he can get a FISHER **1-for-All** *refill for his ball point pen!"*

- REDUCES INVENTORY
- INCREASES SALES and PROFITS

Fits Most Ball Point Pens!

AS ADVERTISED IN **LIFE**

Order from YOUR STATIONER
Manufactured by The FISHER PEN COMPANY, Chicago 12, Ill.

LEITZ

A NEW COMPLETE LINE OF OFFICE & FILING SUPPLIES

Dealerships now available, for complete information write to:

JACO COMPANY 921 Perry Pl. N.E. Washington 17, D.C.

PEERLESS IMPERIAL

Carbon Paper Ribbons

make impressions that count!

When an important piece of business depends upon a letter—make a good impression with a PEERLESS IMPERIAL Carbon Paper Ribbon.

This fine rag tissue is strong enough to prevent cutting through. It turns out clean, uniform, dignified letters that even Mr. Grouch will approve. Try a few ribbons. Order from your Dealer or write to us.

PEERLESS IMPERIAL CO., Inc.

General Office and Factory:

36 Peerless Place, Newark 5, New Jersey

N. Y. Office: 13; 110 Franklin St.

Detroit 18, 37 Linden St., River Rouge, Michigan

nation's largest advertising and public relations organizations, is an authority on mail order selling, and will show how to apply the successful methods of top-ranking salesmen to every selling activity, at the manufacturing, wholesaling the consumer levels. More than 200 well planned exhibits will emphasize the convention theme, "Increasing Office Furniture Sales to Improve Office Living." Over 2,000 dealers, their salesmen, manufacturers and their representatives are expected to attend. "Every phase of the convention, from the principal speakers to the most minute considerations of the industry workshop sessions, will be keyed toward one thought: greater profits for individual dealers," said John R. Gray, NOFA's executive director. Many exhibitors will be showing for the first time this year and many new lines and services will be on view. Advance registrations can be made to National Office Furniture Assn., 327 S. LaSalle St., Chicago 4.

Royal Appointments

F. P. Ryan, president, Royal Typewriter Co., announced the appointment of C. F. McCandless as director of market research for Royal McBee Corp. Mr. McCandless has had 20 years ex-

Otto F. Johnson (right), manager of Marchant Calculators, Inc., Pittsburgh district office, on a visit to the company's plant, is seen with Wesley E. Jenkins, Marchant's national sales manager.

perience in merchandising research activities, having been associated with a number of prominent firms as research director.

Robert S. Miller, assistant to the president, Royal Typewriter Co., announced the appointment of M. L. Frost as management engineer for Royal McBee Corp. and Earl A. Roy as manager of the Patent Department for Royal Typewriter Co. Division. Prior to joining Royal, Mr. Frost was employed by Sperry Products, Inc., Danbury, Conn., as assistant to the president. Mr. Roy, who succeeds John Kittel who retired after more than 25 years with the company, began with Royal in 1951 in the engineering department at the factory and has been assistant to Mr. Kittel since 1952.

W. W. Pennels, sales manager, Office Typewriter and Supplies Department, Royal Typewriter Co., announced that D. W. Morison is now market research manager.

E. T. Quinn, controller, Royal Typewriter Co., announced the addition of two new men to the controller's staff. A. C. Jannuzzo has been appointed assistant budget manager and J. A. Young, formerly assistant treasurer for Canadian operations, is staff assistant to Mr. Quinn.

Sees Record Sales for Moore

Prospects for a record sales volume during 1955 are the best ever, according to William E. Hough, president, P. O. Moore Inc., manufacturers of the Tel-Kee system and other key control products. "We are expanding our operating facilities and we have instituted a permanent sales promotion department under the direction of Henry C. Bainbridge, former New York advertising agency executive, as an important phase of the aggressive sales program we will conduct in concert with our dealers and representatives this year," said Mr. Hough. He stated that this new de-

Dutch Treat!

Perhaps your typists can't help making mistakes, but you can depend on Weldon Roberts Erasers—to "Correct Mistakes In Any Language".

Weldon Roberts have been eraser specialists for 50 years—your assurance of the finest quality and styles designed for *your* work. Ask your stationer to show you.

WELDON ROBERTS RUBBER CO.

365 Sixth Avenue, Newark 7, N. J.

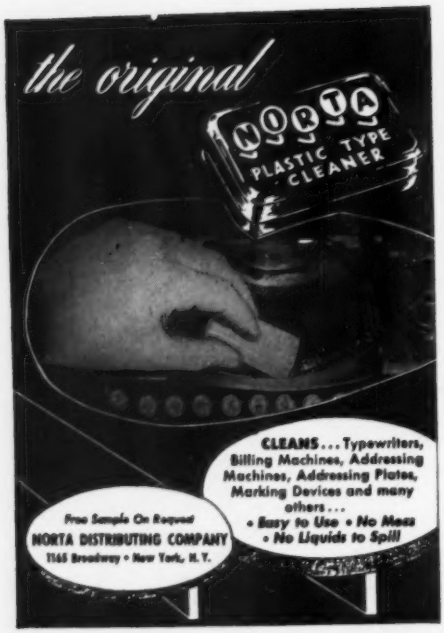
World's Foremost Eraser Specialists

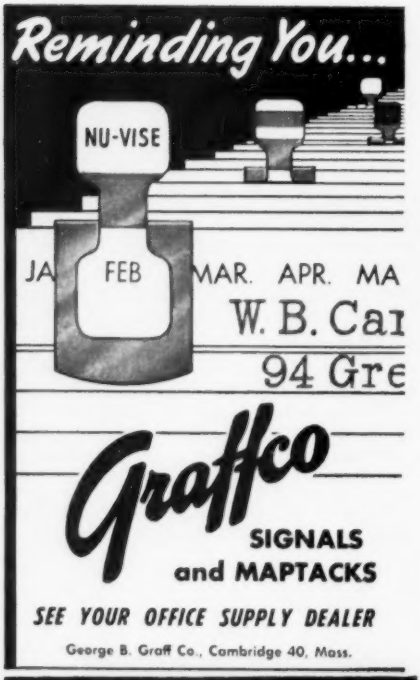
GRAYPOINT ERASER

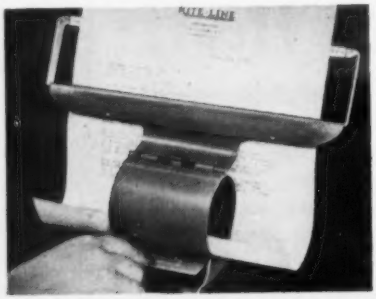
Quality gray rubber core in wood pencil casing. Sharpens easily with a knife or pencil sharpener. No. 365 plain end; No. 3650 with special plastic WHISK brush cap. For erasing typewriting, carbon copies, pencil writing.

Weldon Roberts Erasers

Correct Mistakes in Any Language







RITE-LINE COPYHOLDER

WITH THE NEW TELESCOPIC EYEGUIDE

Accommodates all widths of copy from a machine tape to 20 inches. Price, including the new Telescopic Eyeguide: **$17.75** TAX EXTRA

FREE TRIAL OFFER. Write, asking us to send you a RITE-LINE Copyholder with the understanding you may return it without charge within ten days.

RITE-LINE CORP. 4209 39th Street, N.W. Washington 16, D.C.

TYPEWRITERS ALL MAKES

REGALRITE BRAND RIBBONS AND CARBONS

•

THE UTMOST IN QUALITY
THE LOWEST IN PRICES

Proven—Best by Test—Best for Less

•

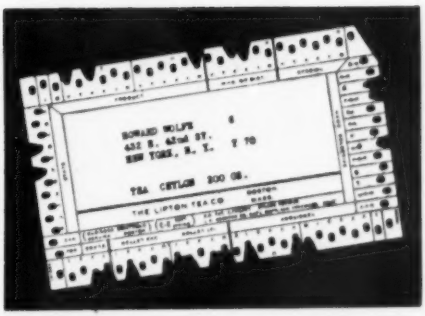
REGAL TYPEWRITER COMPANY, INC.
200 HUDSON ST., NEW YORK 13, N. Y.

partment will not only effectively support present dealer activities, but will also concentrate on the development of new markets and uses for the Tel-Kee system and his company's various products. Their 1955 advertising budget, he said, exceeds by far the normal promotional appropriations of companies having a comparable sales volume. However, he added, anticipated sales will offset this and other expenses, notably those for public relations, which P. O. Moore Inc., will incur this year.

Expanding Market Expected

The office equipment industry should continue to expand and prosper for the foreseeable future, Erik A. Ohlsson, president, Facit, Inc., stated in his annual report to the company's board of directors. During the past year, an increasing interest in timesaving equipment has been noted. Spurred by electronic innovations and the growing complexity of business, executives are turning to engineers and mathematicians for more and more advice. Combined with our rapidly increasing population, this assures an expanding market for many years to come, he pointed out. "Like most other

Tommy Bartlett of the CBS-TV show Welcome Travelers, presents a Heyer Conqueror Spirit Duplicator to Mrs. Esther Manz and Mrs. Pedtke of TOPS (Take Off Pounds Sensibly). Heyer Duplicators are demonstrated and awarded as prizes on this show.



E-Z SORT SYSTEMS save time and money in every department . . .

- Accounts Payable
- Accounts Receivable
- Cost Accounting
- Payroll
- Purchasing
- Manufacturing
- Inventory
- Sales
- Research

Each individual department in your company can keep and service its own records—faster and easier, with present untrained personnel—by using an E-Z Sort System. No need to centralize your sorting and tabulating while you worry over expensive machine costs. Try E-Z Sort in just one department and its efficiency will spread throughout your organization. Ask for a demonstration and you'll see why!

E-Z SORT SYSTEMS, Ltd.
45 Second St., Dept. 22, San Francisco 5, Calif.
Sole Manufacturers of E-Z SORT SYSTEMS.
Over 50 Offices to Serve You.

PLYMOUTH
Rubber Bands
OUTSTRETCH
OUTLAST
ALL OTHERS
ONE PIECE
NO SEAM
Guaranteed by Good Housekeeping
Nationally Distributed
Available at your Regular Suppliers
Bands for Every Purpose
PLYMOUTH RUBBER COMPANY Inc., Canton, Mass.

Burroughs
Select Rough — Rebuilt
- BOOKKEEPING
- CALCULATING
- ACCOUNTING
- ADDING AND BILLING machines bought, sold, rented, repaired or reconditioned. Write for current prices.

ACME
ADDING MACHINE SERVICE & SALES
880 BROADWAY, NEW YORK 13, N.Y.
Since 1927 WO 4-1240 • cable: Hodgmech

STEEL TYPE
AND
TYPE WHEELS
Serving large Office Machines manufacturers for over 50 years. Send us your specifications for quotations.
HULSE MANUFACTURING COMPANY
Geneva, N. Y.

CASH REGISTER
PARTS
WORLD WIDE SERVICE
HIGHEST QUALITY PRODUCTS
NEW ADDRESS:
International Cash Register & Parts Co.
207 E. EVERGREEN ST., MT. PROSPECT, ILL.

businesses, we expect ever-increasing competition. Recent mergers and a trend toward wider diversification seems to bear this out. We have also seen an increasing interest in decorator colors for office machines as various firms work to maintain their competitive position," Mr. Ohlsson noted.

Colitho Sales Manager

R. P. Rooney

Columbia Ribbon and Carbon Mfg. Co. announced the appointment of R. P. "Pat" Rooney as sales manager of the Colitho Division. Mr. Rooney, recently eastern district training manager, joined the Colitho Division in 1949 as a sales representative. He brings to his newly created position a rich experience in sales, sales training, and offset duplicating supplies. Mr. Rooney will supervise the recently announced franchising program for Colitho dealer-agents.

Riedell Retires

After 42 years as sales representative for Weldon Roberts Rubber Co., John A. Riedell has retired. Mr. Riedell joined Weldon Roberts in 1912 as their sole sales representative and traveled the entire country. More recently he has represented the company in Canada from Hamilton to Quebec and in the New York Metropolitan area. Albert G. Miller, well known to the trade in Metropolitan New York, is replacing him there and will also cover Philadelphia.

Good Graphic Arts Business

Industry's stepped-up competition for sales will make 1955 a banner year for the graphic arts industry, William N. Lane, president, General Binding Corp. stated. Mr. Lane predicted that business will turn increasingly to the graphic arts for help in its bid for sales. "As companies compete for consumer dollars,

One of the five meetings held in Seattle and Portland, Ore., by the Dealers Sales Division of Remington Rand, Inc., for dealers and their salesmen. Dealer sales schools, conducted by H. W. Barnes, are being held throughout the country.

they will spend more money on the sales aids produced by the graphic arts industry," he said. "Many businesses have announced larger advertising budgets for 1955. The bulk of these appropriations certainly will go into newspaper, magazine, and direct mail advertising. And our industry will play an important role in increased television expenditures. To round out the picture, internal promotions will be intensified. The office duplicating center as well as the printshop will be called on to provide the necessary communications."

Ralph J. Steiner was appointed vice president, production, of General Binding Corp. Mr. Steiner, with the firm since 1945, started as an apprentice tool and die maker, and up to now was plant superintendent.

A-M Officers

Election of John E. Sturm as controller and of Donald C. Adams as treasurer of Addressograph-Multigraph Corp.

To make your work look better... and Get your letters read!

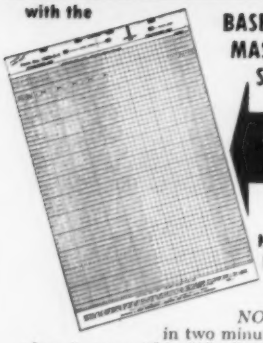
Are you satisfied with just any kind of a letter? Or are you one of those particular people who take pride in the clean, good looking letters they send? Any letter is only as good as the machine it is written on, and with the OLYMPIA SM 3 De Luxe Portable you just cannot type anything but a perfect letter. Its selection of sharp, clean type faces and mechanical perfection guarantee perfect typing. Besides it is strong and durable . . . built to give you years of satisfactory service.

It makes clean, sharp carbons and has many exclusive features not found on other machines. And in looks it's a beauty.

INTER-CONTINENTAL TRADING CORP.
90 WEST STREET NEW YORK 6, N. Y.

SLASH MASKING and SET UP TIME

with the



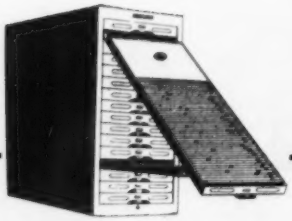
BASE LINE MASKING SHEET!

Try 5 Sample Sheets FREE!

For MULTILITHS No. 1200, 1300, 50
DAVIDSON No. 221

NOW mask negatives in two minutes, pre-setting the plate image within ⅛" of correct position! It's easy with the precision-ruled BASE LINE MASKING SHEET! Slashes press set-up time, boosts output, cuts costs! Hundreds of users, coast to coast. WRITE for free samples, mentioning make and model press!

LITHO ENGINEERING & RESEARCH
3237 Eastlake Ave. Seattle 2, Wash.



14 Drawer, 3 x 5
Complete with pockets.
Model A. 53-14 Reconditioned

•

16 Drawer, 5 x 8
Complete with pockets.
Model B. 85-16 Reconditioned

•

20 Drawer, 5 x 8
Complete with pockets.
Model C. 85-20 Reconditioned

Remington Rand
Automatic
STEEL KARDEXES
Phone or Write for our Amazingly Low Prices!

Nathan's 546 B'WAY (Nr. Spring St.)
EST. 1876 N.Y. 12—CAnal 6-0350

AUTOCOPY Duplicator Fluid

For brighter, clearer copies —longer runs! Instant drying prevents offsetting. Non-injurious to machines. Practically odorless. Available in 1 gal. cans or 54 gal. drums. Dealers write for complete catalog!

SPECIAL DISCOUNT NOTICE

Due to our newly installed 5,000 gallon tanks and modern up-to-date equipment in the manufacture of duplicator fluid for all types of duplicator machines, we offer the Stationers and Dealers special discounts on the one (1) Gallon Cans and 54 Gallon Drums of AUTOCOPY Duplicator Fluid.

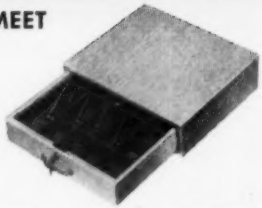
Our lithograph cans or your own can —you supply the labels. Write now for our special discount sheet.

AUTOCOPY, INCORPORATED
12150 South Peoria St., Chicago 43, Ill.
150 West 26th Street, New York 1, N. Y.

Proven • FOR QUICK SALES • FOR BIG PROFITS

INDIANA UNDER-COUNTER CASH DRAWERS

4 MODELS MEET ALL NEEDS



Model R-1 (illus.) Has removable metal money tray with lock-on lid.
List $44.50
3 additional models $26.50 and up.

NO STOCK TO CARRY. 24 HOUR SHIPMENTS. FULL DEALER DISCOUNT. NO COMPARABLE PRODUCT AVAILABLE.

A high quality product of Indiana hardwoods — smooth finish inside and out. Quiet roller mechanism — warning gong rings when drawer opens. High-grade disc tumbler lock.

Write for Details

INDIANA CASH DRAWER CO.
P. O. Box 236-B • Shelbyville, Ind.

was announced by J. B. Ward, president. Mr. Sturm, who has been serving as treasurer since 1947, succeeds George J. Grikshell who retired. Since 1943, Mr. Adams has been an assistant secretary of the corporation and since 1944, its export manager.

Arnot House Organ

The first issue of "The Arnot Report," monthly house organ for office furniture dealers and their sales personnel, was published by the Arnot Jamestown Division of Aetna Steel Products Corp., manufacturer of Partition-ettes and Office-ettes.

Macey Collator Distributor

Pitney-Bowes, Inc. was named a distributor of Macey collating equipment, according to Harry M. Nordberg, Pitney-Bowes vice president for sales and service. The sole distributor had been Harris-Seybold, Inc., Macey's parent company. Users of Macey Collators now have the added advantage of Pitney-Bowes' nationwide sales and service organization of more than 1,600 men, operating out of some 250 sales and service points which the postage meter company has established to service its metered mailing and other postal and business equipment in the U. S. and Canada.

TOMDA Convention

Texas Office Machine Dealers Assn. will hold a convention at the Texas Hotel, Fort Worth, Feb. 27-28. Directors of the National Office Machine Dealers Assn. will meet there at the same time. All dealers are invited and details can be had from Leonard Strealy, 1115 Houston, Fort Worth, Texas.

J. E. Bradley

J. E. Bradely, manager of the Los Angeles branch of Copy-Craft, Inc., died suddenly Jan. 12. Mr. Bradley was the brother of W. E. Bradley, president of Copy-Craft, and had been with the organization for 20 years. He had been in charge of the Los Angeles operation for the past 16 years.

can make
your office forms
SHARPER, CLEANER, MORE PROFESSIONAL
CANODE PREMIUM

The finest fast-drying, black-oil base duplicating ink on the market!

- Mimimum penetration
- Minimum offset
- Eliminates cylinder and pad clogging
- For open or closed cylinders in any climate
- Will not destroy stencils

In 1-lb. and ½-lb. cans

Write today for name of your nearest dealer

INK SPECIALTIES CO., INC.
519 N. Halsted St. • Chicago 22, Ill.

3 PHONE PROBLEMS SOLVED—

1. *Safeguarding privacy.*
2. *Quieting the office.*
3. *Better hearing—noisy places.*

HUSH-A-PHONE

Model for all types of phones and dictating machines.

Write for Literature

HUSH-A-PHONE
65 Madison Ave.
Room 710
New York 16

PRINTERS—DEALERS—AGENTS

Offer your customers the best in custom made carbon interleaved business forms and second sheets. Also W-2 Forms and Envelopes — Bills of Lading — Purchase Orders — Voucher Checks — Repli Memos — Salesmen's Contact Reports ready for imprinting.

For complete information, write, wire, or phone 139 Howell Street, Dallas. Phone RIverside 5816.

ROGERSNAP
TRADE MARK
BUSINESS FORMS

For Your Annual
TYPEWRITER ROLLER CHANGE

Insist on a "Futuristic" 5-Star Platen for Best Results

Manufactured and Distributed to Office Machine Dealers by
AMES SUPPLY COMPANY
Contact your Local Typewriter Dealer

FIRST manually operated folder with fully automatic feed!

Priced low enough for any office!

FOLDS 120 sheets per minute!

NEW, IMPROVED FULLY GUARANTEED!

Fold-O-matic
DESK MODEL FOLDING MACHINE

Write for complete Catalog of Duplicating Equipment and Supplies manufactured by PRINT-O-MATIC CO., INC. 724 W. Washington Blvd Chicago 6, Ill.

Frank S. Cooper

Frank S. Cooper, 70, founder and chairman of the board of Codo Mfg. Corp., died Dec. 19. An outstanding figure in the carbon and ribbon industry for a half-century, Mr. Cooper started as a traveling representative but soon established his own firm. In 1928, he and W. J. Downs formed Codo, named from the first two letters of their names. They joined with a third company at Coraopolis, Pa., and with Wilbur W. Lenz. Mr. Cooper was Codo president for 25 years and was succeeded by Mr. Lenz in 1953.

Marcus Harwitz

Marcus Harwitz, 66, general manager of Regal Typewriter Co., a subsidiary of Royal Typewriter Co., died Jan. 13. He had devoted more than 42 years, his entire business career, in the service of Royal and Regal, where he gained universal respect as a specialist in the used equipment industry.

R. Verne Mitchell

R. Verne Mitchell, 69, honorary chairman of the board of Harris-Seybold Co., died Jan. 1, after a long illness with a heart ailment. Mr. Mitchell was a national figure in investment banking, manufacturing, and in the printing industry.

To stimulate adding machine sales, Swift Business Machines Corp., Great Barrington, Mass., offers this new wall poster free to dealers.

MANUFACTURERS EXPORTERS . . . *To Latin America*

Don't Overlook This Growing Market For Office Supply and Equipment Sales.

MONEY TALKS! Look at these official statistics for *only one month's* exports. Then give serious thought to your own overseas trade.

American manufacturers during last September (latest figures available) exported:

$33,428 of pencils to Venezuela.

$116,205 of adding and calculating machines to Colombia.

$9,045 of carbon paper to Bolivia.

$25,354 of metal filing cabinets to Cuba.

$18,646 of office stapling machines to Brazil.

$33,476 of typewriters to Peru.

These figures are random samples for individual countries. Annually the entire Latin American continent will absorb a very impressive volume of your products. There are 19 countries in Latin America where all the office equipment and stationery importers, distributors, dealers and larger users receive La OFICINA. They keep it, refer to it as a guide and reference all year long.

The need for all office products in Latin America is increasing steadily as business and industry develop. Tell these prospects and customers about your products in the 1955 La OFICINA. Its advertising rates are low—its coverage is complete. Your advertising in La OFICINA is basic to establishing and building a profitable Latin American trade.

Send now for more detailed information on circulation, advertising rates and a copy of the last issue.

OFFICE PUBLICATIONS COMPANY

232 Madison Avenue • New York 16, N. Y.

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As We See It

Ride a Hobby

THE AVERAGE life span of the business executive is six years shorter than that of persons in non-executive positions. This statistical fact was mentioned by Richard B. Cooper, medical relations director for American Mutual Liability Insurance Co., in a talk before the Alabama Chapter of the Society for Advancement of Management in Birmingham last month. He said that the average executive is inclined to develop a distorted sense of loyalty and responsibility to his job. The result is that he fails to manage his own personal affairs with the same good judgement that he practices in his office.

"His worst fault is that he neglects his health. He is inclined to spend his leisure time worrying over business problems that should be shelved in favor of some revitalizing hobby or other form of relaxation," Mr. Cooper said. "As a manager, he also fails to organize his work and the work of his subordinates to relieve the effects of tensions under which modern business operates."

The malady is defined as "executive occupational disease"—the delusion of job indispensability, combined with the inability to practice moderation in work habits. "The results show up in vacant boxes that appear suddenly and with distressing regularity on company organization charts," said Mr. Cooper, who believes that a good hobby is one of the best forms of health insurance for the executive in any field. Business must realize that it has its most important investment in the people who comprise its executive eschelons.

In addition to periodic physical check-ups and health evaluation programs for all executives, something should be done to help interest them in a hobby. Often it is the hardest working executive who never becomes interested, for very long, in any avocation. His thoughts and efforts continually return to his work. Business goes all out to provide recreational facilities for its regular employees while executives, who are not expected to join these groups, are left to themselves. They are expected to be able to "take care of themselves," but statistics indicate they're not doing it.

Probably the best solution is that executives get together themselves and unanimously decide that each and all will take up some form of regular relaxation. Let all of them meet regularly for the sole purpose of policing themselves on the continuance of their chosen diversions. Of course there will be recalcitrants but these few may become interested in something if they see the others are having fun.

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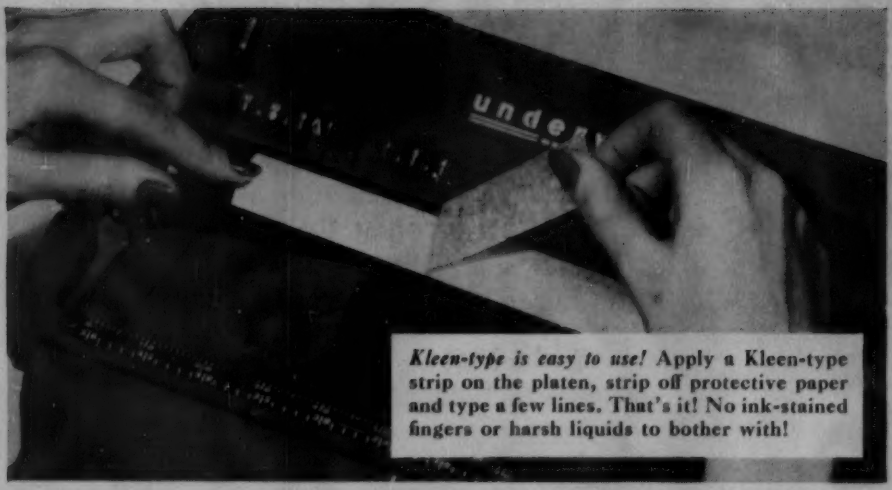

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